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BROADCASTING TELECASTING

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JUN 2 1952
DETROIT

THIS ISSUE:

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21ST
A New Weekly Radio and Television
year

"TONIGHT'S NE[illegible]L"
on WOR-tv, c[illegible]nel 9

delivers an average of 442,900 commercial impressions per week... for only 85¢ for 1,000 viewers per minute of commercial.*

*Based on May, 1952 Telepulse Ratings

Channel 9 — New York's lowest cost tv station — offers advertisers a unique buy, "Tonight's Newsreel."

The only continuous newsreel on New York television, this show delivers . . .

New York's late-evening news audience
Newsreel goes on at approximately 11:00 P.M. following Main Event on Sports.

Audience turnover
It runs over and over, exactly like a newsreel theatre . . . delivering a new audience with each run.

Commercial impact
"Tonight's Newsreel" delivers 442,900 commercial impressions per week.

Low cost
Single sponsorship costs only 85¢ per 1,000 viewers per minute of commercial . . . or 12 viewers per penny!

WOR-tv channel 9 1440 Broadway, N.Y.

Bulova DOES A COMPLETE JOB . . .

SO DO HAVENS AND MARTIN, Inc. STATIONS . . .

WMBG
WCOD
WTVR

For more than 20 years, the Bulova Time Signal (on radio and now TV too) has helped regulate America's daily activity. Behind this vital service is the genius of a man who coupled American skill and technology to build, in a handful of years, the world's foremost watch firm. Bulova knows his business well.

Havens & Martin, Inc. Stations (serving the rich Virginia markets centering around Richmond) know broadcast advertising. Together they comprise Richmond's one and only complete broadcast institution. Advertisers know the value of telling their story via the First Stations of Virginia

WMBG AM **WCOD** FM **WTVR** TV

Havens & Martin, Inc. Stations are the only complete broadcasting institution in Richmond. Pioneer NBC outlets for Virginia's first market. Represented nationally by John Blair & Company

WTVR
RICHMOND, VA.
HAVENS & MARTIN INC.
CHANNEL 6
television station

FIRST STATIONS OF VIRGINIA

Salesmaker for the Nation's Smokers

For twelve years Prince Albert's Grand Ole Opry via NBC has played a dominant role in keeping the tidy red pocket tin out in front as the favorite tobacco for smokers of pipes and "makin's" cigarettes.

Prince Albert's Grand Ole Opry originates at WSM, employs WSM talent exclusively, is an integral part of that 26 year old, four hour long Grand Ole Opry which has, virtually single handedly shifted the musical center of gravity to Nashville... Music City, USA!

WSM *Nashville 650*

CLEAR CHANNEL — 50,000 WATTS

IRVING WAUGH, *Commercial Manager*
EDWARD PETRY, *National Representative*

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XUM

KNOT HOLE GANG

On the evening of May 7, more than 1250 youngsters—some of whom are pictured above—were in the stands at Lancaster's Stumpf Field for the first "Knot Hole Gang" night. As guests of WGAL and WGAL-TV, they were watching the Lancaster Red Roses, of the Inter-State League, play ball. These youthful baseball fans are entitled to attend fifteen admission-free games during the 1952 season.

The "Knot Hole Club" had its inception on WGAL and WGAL-TV a few weeks ago. Youngsters under fourteen were invited to join the club. After only two programs, over 1,000 had enrolled —and the membership list is now in excess of 10,000.

The "Knot Hole Club" meets at WGAL and WGAL-TV every Saturday morning. Members of the club participate in all programs. The stations' Sports Editors preside, and guests from the Inter-State League and elsewhere are on hand to answer the boys' baseball questions.

A Steinman Station
Clair R. McCollough, Pres.

WGAL AM TV FM *Represented by*
ROBERT MEEKER *Associates* New York Chicago San Francisco Los Angeles

at deadline

CLOSED CIRCUIT

ETITIONS for reconsideration of FCC's exsive rule on rebroadcasts which would force ations denying rebroadcast rights to so ify FCC within 10 days, with their licenses line, will be filed forthwith, it's learned. ong those to petition understood to be ARTB and two or possibly more networks. pected result: rescinding or sharp modificaof mischievous order [B•T, May 19].

WORKS is deal which may see NBC's 27-r-old KOA Denver go to Bob Hope and ever Mayor Quigg Newton for approxiely $2.25 million, with Hope-Newton also eful of early entry into TV. (TV-less ever heads FCC's priority list for new staons.) NBC officials say only that they've had ny offers to buy KOA, including Hope-New-n's in past, have never considered it for sale, ll haven't made up minds to dispose of it. mind-change now ensues, network's longnding desire for KMPC Los Angeles may factor.

W THAT Supreme Court has ruled transit dio is constitutional, way is clear for FCC ion on issues stemming from specialized es of FM, such as Functional Music, Muzak, recasting and other "beep" services. Comsion sentiment apparently favors specialuses but indications are formal hearing l be held to establish record, particularly use of divergent viewpoint. Another fac-, not originally in FM proceedings, is that subscription television (Phonevision, Skiatron, Telemeter). Arguing for hearing on services is question of whether station and nsor identification rules are complied with whether special rules would have to be tten to accommodate such services.

MEANS of stabilizing radio network instry, top executives of at least one network eve new rate structures should not only g base rates down substantially but also ude discount patterns so attractive as ost to compel sponsors to stay on air 52 eks a year. Summer hiatus tradition which creates operational problems for networks adds to overhead would thus be avoided.

LL HIGH television costs prevent developnt of television networking on pattern simito radio networking? At least one impor-TV network thinks so and is making ous plans for network operation wholly erent from that which has obtained in io. What may evolve is structure not unlike that of magazines, with network providg full programming service and selling sponship on participating basis throughout. t sponsors would not buy fall full proams but only commercial announcements e fitted into program schedule, as magazine ertisers buy run-of-the-book pages or aller space.

TH JONES, print supervisor at Benton Bowles, N. Y. and Jean Lawlor, timebuyer, e resigned. Fred Apt will take over Miss nes' duties while Don Quinn is resigning

(Continued on page 6)

ADVERTISING COUNCIL APPOINTMENTS MADE

NILES TRAMMELL, NBC board chairman, named chairman of Radio and Television Committee of Advertising Council for 1952-53, Howard J. Morgens, Procter & Gamble advertising vice president and council chairman, is announcing today (Monday). Wesley I. Nunn, advertising manager of Standard Oil Co. (Indiana), appointed vice chairman of committee.

Other appointments: Philip L. Graham, publisher, *Washington Post* (WTOP-AM-TV Washington), and Lee H. Bristol, president Bristol-Myers Co., to be chairman and vice chairman, respectively, of council's executive committee; Fairfax M. Cone, president, Foote, Cone & Belding, and Samuel C. Gale, vice president and director of advertising and public services of General Mills, to be chairman and vice chairman of planning committee; Edgar Kobak, owner of WTWA Thomson, Ga., and Harold B. Thomas, to be chairman and vice chairman of promotion committee.

William R. Baker Jr., president, Benton & Bowles, and Howard M. Chapin, marketing manager Birds Eye Div. of General Foods, chairman and vice chairman of campaigns review committee; Charles G. Mortimer Jr., General Foods Executive vice president, and Henry G. Little, Campbell-Ewald Co. executive vice president, chairman and vice chairman of nominating committee; Leo Burnett, president Leo Burnett Co., and Theodore L. Bates, partner in Ted Bates & Co., chairman and vice chairman of sponsorship committee; James W. Young, senior consultant, J. Walter Thompson Co. and radio-TV consultant to Ford Foundation, and Chester J. LaRoche, president C. J. LaRoche & Co., chairman and vice chairman of round-table committee; Stuart Peabody, assistant vice president, Borden Co., and Albert E. Winger, board chairman, Crowell-Collier Pub. Co., chairman and vice chairman of government relations committee.

ZINK, SOLOMAN PROMOTED

ALBERT G. ZINK and Henry M. Soloman have been appointed to new managerial positions in General Electric broadcasting stations Dept., R. W. Welpott, manager of stations operations, announced Thursday.

Mr. Zink, supervisor of programs for WRGB (TV) Schenectady since 1947, has been named manager of programs for all stations: WGY and WGFM (FM) Schenectady, as well as WRGB. Mr. Soloman, administrative assistant to WGY-WRGB stations manager since 1947, has been promoted to manager of finance.

RADIO PULLS BEST

WROL KNOXVILLE, Tenn., claimed Thursday to have proved radio's pulling power all over again. Newspaper ads, circulars inserted in grocery bags, movie trailers and WROL announcements were used by refrigerator manufacturer and a grocery chain to publicize their three-day cooking school. Results were that 6,000 women attended overflow classes, with 69.2% reporting they had heard about school by radio—WROL.

BUSINESS BRIEFLY

PET MILK CO. BUYS EDWARDS ● Pet Milk Co., St. Louis, to sponsor *Truth or Consequences*, featuring Ralph Edwards, as summer replacement for *Fibber McGee and Molly* on NBC Radio, starting June 17 (Tues., 9:30-10 p.m. EDT). Agency, Gardner Adv. Co., St. Louis.

BIDS FOR KUKLA ● Four or five advertisers are understood to be bidding for sponsorship of *Kukla, Fran & Ollie* in its new time slot next fall, half-hour weekly (Sunday, 6:30-7 p.m.) on NBC-TV. Network also about to sign new sponsor for its *Dragnet* (Thursday, 9-9:30 p.m.).

SUMMER REPLACEMENT ● Block Drug Co. (Amm-i-dent) will sponsor *Blind Date* as summer replacement for first half-hour of *Your Show of Shows*, effective June 7 (NBC-TV, Sat., 9-9:30 p.m.). Agency, Cecil & Presbrey.

AMANA ON MUTUAL ● Amana Refrigeration Co. (food freezers and refrigerators), Amana, Iowa, through Maury, Lee & Marshall, N. Y., to sponsor Mon.-Wed.-Fri. *Paula Stone Show* on Mutual network, effective June 9. Program to be heard 2:30-2:45 p.m. EDT in eastern areas, other times in other zones.

FURNACE FIRM ON RADIO ● Holland Furnace Co., Holland, Mich., enters network radio July 13 with *King Arthur's Roundtable* with Arthur Godfrey on 148 CBS stations for

(Continued on page 94)

McLENDON GIVES NAME TO NEW NETWORK

GORDON McLENDON, president of suspended LBS, late Thursday announced formation of McLendon Broadcasting System. New network, composed of 26 stations, will begin operation June 7, Mr. McLendon said. Although none of stations have signed contract, Mr. McLendon said he had verbal agreements with all. Los Angeles feeder station expected to be announced early this week. Network incorporated in Los Angeles.

At first, programming will be limited to three hours of re-created baseball and half-hour of news and commentary, reported Mr. McLendon, adding that he planned to expand programming to 12 hours by Oct. 1.

Mr. McLendon is president of new network; Ben Paschall, former LBS West Coast vice president, is vice president of new firm.

Plans are afoot, Mr. McLendon revealed, to join with another new network now forming in Southwest. LBS suspended operations May 15 [B•T, May 19]. Formation of several regional networks was being considered [B•T, May 26].

RUSSELL NAMES JOHNSON

SEN. EDWIN C. JOHNSON (D-Col.), chairman of Interstate & Foreign Commerce Committee, named by Sen. Richard B. Russell (D-Ga.) to manage his campaign for Democratic Presidential nomination.

for more AT DEADLINE turn page

at deadline

EVANSVILLE COULD HAVE MORE TV, SAYS JONES

EVANSVILLE (Ind.) could have three VHF TV channels instead of one as allocated by FCC if channels were spaced 155 miles apart rather than 250, FCC Comr. Robert F. Jones said last week. Comr. Jones spoke at Evansville Sales Executive Club dinner meeting.

Reiterating his lone dissent on allocations plan [B•T, May 26], Comr. Jones argued again for closer spacing. He charged FCC "has approached television with its experience in radio and is, therefore, driving with a rear-view mirror."

TRIBUNE STAFFERS HELP ABC COVER CONVENTIONS

NEWS EXPERTS from *New York Herald Tribune* to participate in ABC Radio-TV reportorial and analytical coverage of both national political conventions, Thomas Velotta, ABC vice president, announced Thursday. Leading editorial personnel of New York publication assigned to ABC radio and television work—to be sponsored by Admiral Corp.—include Frank Kelley, national editor; Bert Andrews, head of Washington bureau and his assistant Jack Steele; David McConnell and Don Irwin, both of the paper's Washington office; John O'Reilly, humorist and feature writer; Robert J. Donovan, White House correspondent; Judith Crist, feature writer; Murray Snyder, legislative correspondent, and Richard L. Tobin, radio and television director. ABC also to assign its own top newsmen and commentators, to be headed by John Daly.

EFFECT OF COURT RULING IN AGENCY CASE EXPLAINED

NEIL P. CULLOM, counsel for defendants in case of Duane Jones Co. against nine of its former officers and Frank J. Burke and Manhattan Soap Co. (early story, page 24), said Thursday:

"The appellate division yesterday sustained the sufficiency of the complaint in the above case. The court wrote no opinion. The effect of this decision is simply as a matter of form the complaint's sufficiency has been upheld. The court expressed no opinions as to any principle of law or issues of fact, as asserted by the attorney for Mr. Jones, and there is a vast difference between what a plaintiff may allege in a pleading and proof in a trial."

RCA VICTOR ON WIND

RCA Victor Distributing Corp., Chicago, one of 50 distributors to use factory co-op funds for local radio this summer, has purchased half-hour Sunday night show on WIND Chicago for 13 weeks from June 8. Spots will be used also in campaign to plug leading popular records. Al Paul Lefton Co. Inc., New York is agency.

TV TUBE SALES DROP

SALES of TV picture tubes to set makers in April totaled 270,781 tubes valued at $6,074,540 compared to 370,206 units valued at $8,582,538 in March and 278,955 units valued at $6,869,181 in April year ago, according to Radio-Television Mfrs. Assn. Sales of receiving tubes in April totaled 26,247,258 units compared to 35,883,627 tubes in same 1951 month.

In this Issue—

CBS Radio affiliates will meet with top CBS executives July 1-2 in New York to figure out what is to be done about network radio. The meeting is called by nine prominent affiliates, but CBS management agrees to attend. The nine sponsors of the conference urge all affiliates to be there, for the situation in radio network business "offers cause for great concern." *Page 23.*

Broadcast Advertising Bureau's executive committee approves $600,000 budget for the bureau for the next 10 months. Included is a $15,000 appropriation to help pay for the Advertising Research Foundation's important study into radio measurement services. *Page 27.*

Transit Radio Inc., whose operations are declared constitutional by the U. S. Supreme Court, plans ambitious expansion. Officers and directors will meet tomorrow to figure out how to expand nationally. *Page 25.*

House investigators will begin to look into radio-television morals tomorrow. Chairman Harris of the investigating committee wants to keep the probe "within bounds," though he doesn't make clear what those bounds are. Lead-off witness will be Rep. Gathings who introduced the resolution calling for the investigation. *Page 28.*

Soap companies are in a lather buying broadcasting time. Here's a roundup of new radio and television purchases by such big spenders as Procter & Gamble, Lever Bros. and Colgate-Palmolive-Peet. *Page 25.*

Senate Appropriations Committee okays bigger budget for FCC to finance processing of TV applications and hasten development of television. If the appropriation goes through, the Commission can gain 15 examiner teams. *Page 61.*

New tax bill introduced in the House promises radio broadcasters who also operate other businesses a chance for some relief in excess profits taxes. *Page 23.*

FCC's Sixth Report (the TV thaw) is challenged by KVOL-AM-FM Lafayette, La., which petitions FCC for rehearing or reconsideration of final assignments to Lafayette. *Page 62.*

Radio and television paid $23 million to American Federation of Musicians members in 1950, according to a new AFM report. *Page 30.*

Upcoming

June 3-5: Public hearing, House Commerce subcommittee investigation of "immoral" radio and TV programs, 10 a.m., Room 1334, New House Office Bldg., Washington.

June 5-6: Kentucky Broadcasters Assn., Seelbach Hotel, Louisville.

June 5-6: NARTB TV Code Review Board, Washington.

June 8-11: Adv. Federation of America, Waldorf-Astoria, New York.

(Other Upcomings page 38)

Closed Circuit

(Continued from page 5)

from Pedlar & Ryan to join Benton & Bowl timebuying staff.

EFFECT of decision of U. S. District Ju Herbert Christenberry last week in New leans, holding *Times-Picayune* Publishing was in violation of anti-trust act by requir advertisers to buy space in combination morning and afternoon papers, expecte bring mild business windfall to radio. (U bination rates are used by more than morning and afternoon newspapers under ownership. If decision is sustained, this wo release money heretofore spent in forced ta advertising to other media, and with radio a TV in position to reap most of harvest, b national and local.

CBS BOARD Chairman William S. Paley w wind up his government assignment as cha man of President's Materials Policy Commi sion on or about June 23 and will return f time to his CBS duties. He's now in fin draft of report to President Truman and devoting about one day per week to his Was ington task which began January, 1951. Ha already booked to participate in radio netwo problems at CBS affiliates conference call for July 1-2 (see story page 23).

PETRO Assoc. of Wyoming considering fi minute radio news programs in numerous ma kets for one-week test, to promote investmen in 48-acre oil leases in Wyoming. If succes ful, radio will be used indefinitely. Listene will be asked to invest money in lease; if a vested land strikes oil, investor profits. H Lifton Assoc., N. Y., is agency.

FRANK K. WHITE, former MBS presid who joins NBC June 10 in executive capacit slated for election to NBC vice presidency next upcoming meeting of NBC board. H assignment not indicated but could be over trouble-shooting, with first mission, as a nounced, coordination of TV film syndicat operations.

CHEERFUL hopes expressed by some tw score mid-Atlantic stations interested in n Washington-keyed program wire proposed Peoples Broadcasting Co. stations (WOL Was ington, WRFD Worthington, Ohio). Stati meet in Washington Thursday-Friday to d cuss regional project growing out of Liber suspension.

R. MORRIS PIERCE, on leave as president WDOK Cleveland, is completing round-th world trip of all Voice of America constru tion projects embodied in so-called "Ring-Plan He returns within fortnight to prepare final report, after which he will resume a sociation with WDOK.

TIME REQUESTS

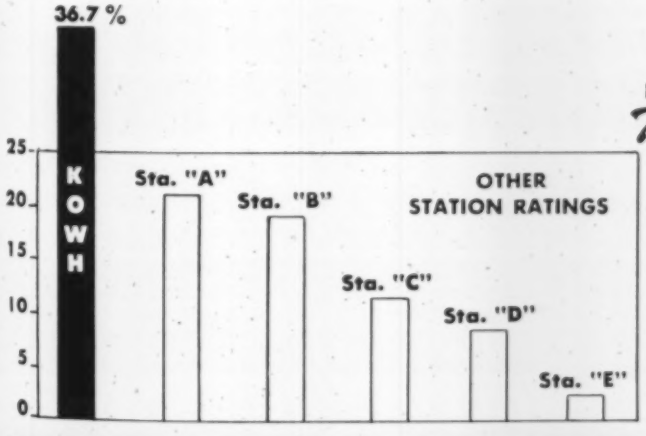
OFFICIALS of three radio-TV networks wo meeting independently Thursday afternoon consider requests from Presidential campaig ers Estes Kefauver and Robert Taft for ne work time comparable to that scheduled f Gen. Dwight D. Eisenhower's Abilene, Ka speech Wednesday. Answers were not expect until this week, but it was generally assum negative replies would be given, probably basis that General's welcome is of nation interest and his speech of military importan Only network unruffled was DuMont whic late Thursday, had not scheduled Abilene eve

for more AT DEADLINE see page 94

All It Took was a Snowball...

. . . Thrown by a colonial urchin, to spark a chain reaction that terminated with the "shot heard 'round the world" on Boston Commons.

History records, too, another eventful snowballing — the growth of radio KOWH to a position of dominance in the Omaha, Council Bluffs area. Hooper tells the story . . . evident in the chart below of the KOWH share-of-audience averaged for 8 A.M. - 6 P.M., Monday through Saturday, October, 1951, through March, 1952.



- *Largest total audience* of any Omaha station, 8 A. M. to 6 P. M., Monday through Saturday! (Hooper, Oct., 1951, thru March, 1952.)
- *Largest share of audience,* in any individual time period, of any independent station in all America! (Oct., 1951, thru Febr., 1952.)

Represented Nationally By
The Bolling Co.

Kowh
OMAHA

"America's Most Listened-To Independent Station"

"Go North, young man, go North!"

Wise men are heading North today—to the land of the aurora borealis, to prosperity, to Canada. For Canada is the United States' best customer abroad.

Yes, Canada buys 20% of everything made in the United States that's sold abroad—and pays CASH, too! As a new market for you, Canada is unsurpassed.

Geographically, Canada is your next door neighbour.

Industrially, she leads the world in numerous things. For instance, Canada is the world's largest producer of—

Nickel
Radium
Platinum
Asbestos
and
Newsprint . . .

56% of the world's newsprint was produced by Canada in 1949.

It's these natural resources that have helped to make the Canadian dollar worth 1% more than the U. S. dollar—a hard fact in support of the statement that Canada is a profitable market for *you*.

But—how to reach it?

Radio is the answer. It's easy enough to reach the densely populated centers. But that leaves 41.5% of Canada's total retail sales market untouched: an area that accounted for $3,622,465,000 in retail sales in 1949. In this rural market Radio can give you a better sales performance than any other medium—*plus* high performance in the "High Density" areas.

For 94% of ALL Canadian homes have a radio!

And

"In Canada you sell 'em when you tell 'em!"

A message from the 103 member stations of the Canadian Association of Broadcasters whose voices are invited into over 3 million homes every day.

CANADIAN ASSOCIATION OF BROADCASTERS

108 Sparks St., Ottawa.

37 Bloor St., West, Toronto.

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

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IN THIS BROADCASTING . . .

Agency Beat
Aircasters
Allied Arts
Editorial
FCC Actions
FCC Roundup
Feature of Week
Film Report
Front Office
New Business
On All Accounts
On the Dotted Line
Open Mike
Our Respects to
Programs, Promotion, Premiums
Strictly Business
Telestatus
Upcoming

TELECASTING Starts on page 59

WASHINGTON HEADQUARTERS

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HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Marjorie Ann Thomas.

TORONTO: 417 Harbour Commission, *EMpire 4-0775* James Montagnes.

Annual subscription for 52 weekly issues $7.00.

Annual subscription including BROADCASTING Yearbook (53rd issue) $9.00, or TELECASTING Yearbook (54th issue) $9.00.

Annual subscription to BROADCASTING • TELECASTING including 54 issues $11.00.

Add $1.00 per year for Canadian and foreign postage. Regular issue 35¢ per copy; 53rd and 54th issues $5.00 per copy.

Address Change: Please advise promptly, giving both old and new addresses, to maintain uninterrupted delivery.

BROADCASTING • Magazine was founded in 1931 by Broadcasting Publications Inc., using the title BROADCASTING •—The News Magazine of the Fifth Estate. Broadcast Advertising • was acquired in 1932 and Broadcast Reporter in 1933.

•Reg. U. S. Patent Office

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ASSOCIATION OF AMERICAN RAILROADS
TRANSPORTATION BUILDING
WASHINGTON 6, D. C.

WILLIAM T. FARICY
PRESIDENT

May 31, 1952

To the PRESS and RADIO:

Subject: ONE WAY TO HAVE BETTER ROADS

Everybody wants good roads -- and having them means protecting the roads we have, as well as improving them.

That's why everybody has an interest in the results of a series of road tests conducted for eleven state highway departments on a paved highway in Maryland which is typical of many thousands of miles in the United States.

These tests demonstrated scientifically that there is a basic and inescapable relationship between the strength of a roadway and the weight of the vehicles which it can carry without costly damage and deterioration.

In fact, as the weight of the heavier vehicles increases, the amount of damage done increases in far greater than direct proportion. In the Maryland tests, an increase in single axle weights from 18,000 pounds to 22,400 pounds caused more than six times as much cracking in pavement laid, in both cases, on subsoil of the same character. And raising tandem axle weights from 32,000 pounds to 44,800 pounds on the two axles caused more than twelve times as much cracking in pavement laid on soil of the same kind in both cases.

This is one reason why highway engineers are so concerned that highways and bridges be protected from abuse and overloading, which means heavy damage and added costs. These costs must be borne by general taxpayers and by all motorists who use the highways.

Fortunately, the steel highways of the railroads are built to take the heavy loads of the nation's commerce, and their maintenance and repair do not cost the taxpayer a single penny.

Sincerely yours,

William T. Faricy

SELL THE HEART OF THE NORTH

OVER **KFYR** BISMARCK, THE HO

"Unique" is merely a statement of fact in any description of KFYR Bismarck. It has a greater coverage area than any other station in the country, regardless of power—encompassing 1,000,000 people in North and South Dakota and sections of Montana, Wyoming and Nebraska, and 850,000 in Canada. It serves many cities exclusively and completely dominates a large group of others. In fact, there is no other outlet of such power and advantageous wave length within its entire coverage area.

KFYR is the favorite station among the majority of listeners in this huge segment of the Northwest—a top rank borne out by every independent survey. KFYR features splendid network, spot and local programming, but it is actually far more than just a medium of entertainment. Since there are relatively few daily newspapers in the area, KFYR is in a unique service position as the immediate source of news, weather reports, farm news and other vital information.

As a radio buy, KFYR becomes still more important in light of the purchasing power of its audience. Since the war, North Dakota has reached an all-time high in agricultural production, with industry and mining keeping pace. Just one example of this market's prosperity is the $53,000,000 spent each year on groceries alone.

John Blair & Company, exclusive representatives of KFYR for 13 years, has filed one example after another of how KFYR has translated the loyalty and spending power of its listeners into success stories for advertisers. For actual case histories on products in your field—all produced *at low cost* over KFYR—call your John Blair man today!

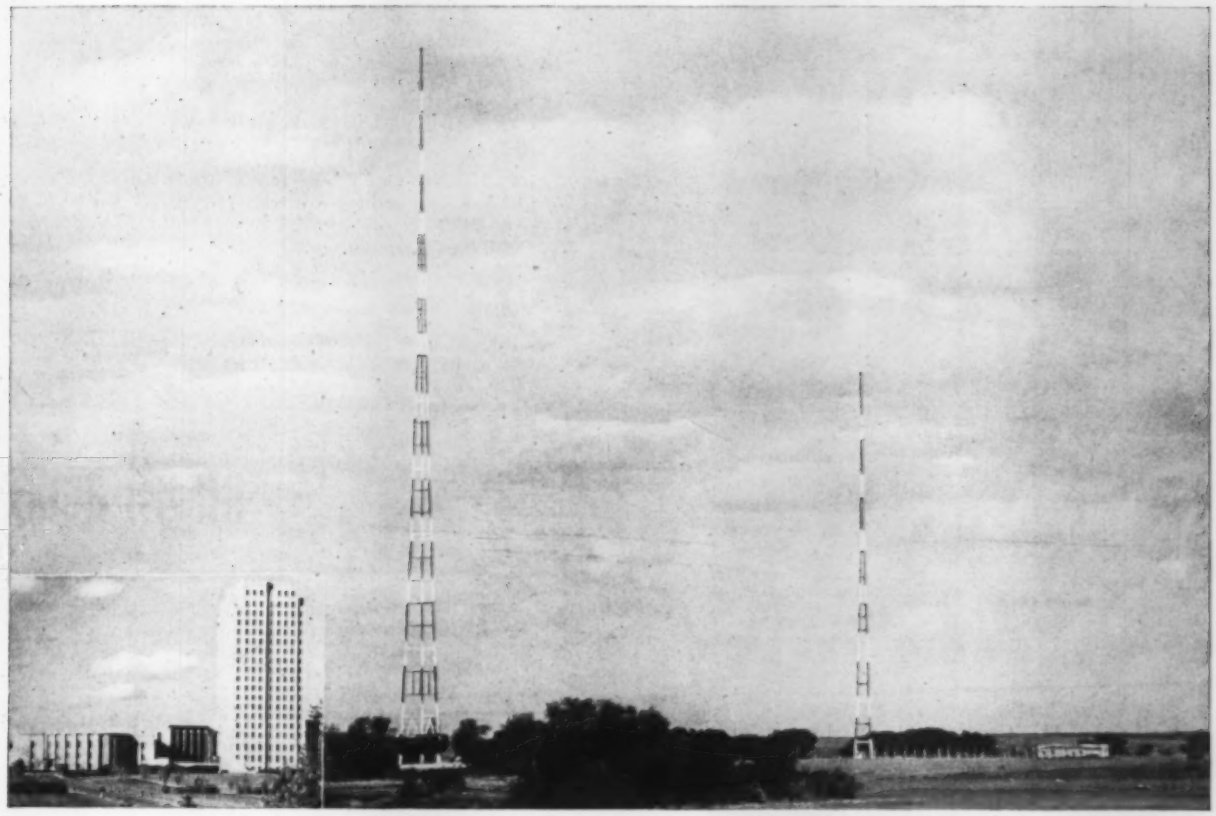
KFYR's Master Control Room which, like all of this station's facilities, represents the newest in scientific planning

Commercial Manager **BOB MacLEOD** consults with Program Director **CAL CULVER**. The intricate program board in background, which shows details of four weeks' programs, slides electrically between their offices.

KFYR's unique Studio A is considered one of the finest small auditorium studios in the nation. Expandable stage can accommodate a cast of over a hundred.

WEST THE JOHN BLAIR WAY

THE HOME RADIO STATION OF TWO STATES



KFYR transmitting plant 15 miles east of Bismarck. Higher tower is the highest narrow-base, self-supporting tower in the world. North Dakota's skyscraper capitol building at Bismarck, photographed to the same scale, shows the tremendous size of the main tower.

JOHN BLAIR & COMPANY

& COMPANY

REPRESENTING LEADING RADIO STATIONS

JOHN BLAIR & COMPANY specializes in radio representation exclusively. Since we are entirely removed from any other operation or function, we are able to give the stations we represent our full time and our full efforts . . . as specialists in selling via spot radio.

F. E. FITZSIMONDS, Station Manager of KFYR.

TWO TOP
CBS RADIO STATIONS
TWO BIG
SOUTHWEST MARKETS
ONE LOW
COMBINATION RATE

Sales-winning radio schedules for the Great Southwest just naturally include this pair of top-producing CBS Radio Stations. Results prove this! Write, wire or phone our representatives now for availabilities and rates!

National Representatives

JOHN BLAIR & CO.

agency

JOHN L. McQUIGG, vice president-manager, Geyer, Newell & Ganger, Detroit, to Lennen & Newell [B•T, May 26] as vice president in charge of Detroit office and member of board of directors.

JOHN T. McHUGH, CHARLES M. HARRISON and HARRY KULLEY elected vice presidents of Joseph Katz Co., Baltimore. EDGAR KASSAN, ROLAND BRAVE, STANLEY BLUMBERG and GRAYDON WALKER named to plans board. ROBERT G. SWAN, radio-TV head, promoted to vice president and director of radio-TV.

EDWARD MacDONALD, Hearst Adv. Service, N. Y., to research department, Young & Rubicam, that city, as head of media research.

FLORENCE KATZ, Leland K. Howe Assoc., to Emil Mogul Co., N. Y., as assistant radio-TV timebuyer. MORT WYNER, *Television Magazine*, to agency's executive staff and HAROLD MALK appointed junior account executive.

A. J. CASON, Sears, Roebuck & Co., Chicago, to Kenneth B. Butler & Assoc., Mendota, Ill., as copy writer and account executive.

DONALD H. JILSON, technical copy writer, Leeds & Northup Co., Phila., to Richard A. Foley Adv., that city.

on all accounts

"THERE are no generalizations in the advertising business," says Maurice Belmont Ver Standig, president of Washington's M. Belmont Ver Standig agency.

"Any advertising man who tries to pass along broad statements as to how to handle a new client is just talking," Mr. Ver Standig declared.

"You just don't know how best to handle a new client's advertising until after you've made a lot of tests. We assume nothing," he stated.

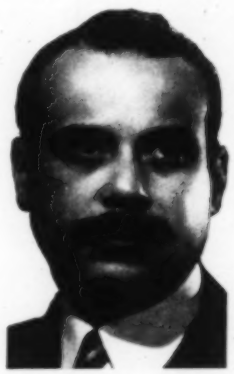
"A rule we adhere to, something we try to insist on is that 5% of the total advertising budget of a client be spent on research — continuing research," Mr. Ver Standig added. "I can say that all of the 30 accounts that we have now abide by that rule."

Mr. Ver Standig said that annual advertising budgets of his agency's clients total $1,140,000 of which an estimated $320,000 is spent in broadcast media. Several direct mail accounts are numbered among his clients.

"What I mean when I say that we do not assume anything," explained Mr. Ver Standig, "is that we simply don't know which medium would be best for our client's product until we do a lot of testing. Even when a particular campaign worked well for a similar product, we still don't assume that it will sell best for our client's product.

"Starting from scratch, we try to find out what would be best for our client before deciding on any approach—and that's why we have that 5% rule."

While Mr. Ver Standig does not feel that the past is necessarily the prologue of the future, he does not ignore methods which have proved successful. Far from it.



Mr. VER STANDIG

Within arm's reach of his desk he has a 10,000-card file containing "abstracts" of success stories. These are studied as guideposts.

But, he emphasized, successful campaigns of the past are only guideposts, and "we still don't know until we've tested the market what the best approach would be."

Mr. Van Standig said also that his agency follows through with marketing and salesmanship clinics. We want to make sure that a customer is treated right once he is attracted by our advertising, he explained. His agency is now com-

(Continued on page 56)

beat

ROBERT E. MATTHES, radio-TV director, Bozell & Jacobs, Minneapolis, to Wright & Assoc., Chicago, as radio-TV writer and producer.

ROBERT LONG, TV-film staff, Schwimmer & Scott, Chicago, to Buchen Co., that city, as radio-TV director.

MARY BREWSTER BRADY, Dancer-Fitzgerald-Sample, N. Y., to copy staff, Doherty, Clifford & Shenfield, same city.

HAROLD BREITNER, copy writer, Hicks & Greist Inc., N. Y., promoted to account executive.

MAJ. JIM PATTERSON, USAF, TV copy writer, J. Walter Thompson Co., L. A., named executive producer, Video Production Squadron, Burbank, Calif.

BERGLIETTE BOE, formerly manager of radio department, Roy S. Durstine Inc. and assistant radio director, MacFarland, Aveyard & Co., Chicago, to radio department of Needham, Louis & Brorby, that city.

ROBERT L. GARRISON, DONALD P. DAVIS, VIC CANEVER and ZACK F. WORTH, to creative and copy staff, D. P. Brother & Co., Detroit.

JAMES S. LITTLE, former office manager, Charles Dallas Reach Co., N. Y., to Al Paul Lefton, Phila., in executive capacity.

EMMETT C. McGAUGHEY, executive vice president, Erwin, Wasey & Co., L. A., named a city police commissioner.

KENNETH C. RING named executive vice president at William Hart Adler Inc., Chicago.

WES ECOFF, Ecoff & James Inc., Phila., elected chairman of city's chapter of American Assn. of Adv. Agencies. Other officers are EARLE A. BUCKLEY, The Buckley Organization, vice chairman; SIDNEY THAYER, Aitkin-Kynett Co., third secretary-treasurer, and GEORGE BARNARD, Aitkin-Kynett, and J. M. KORN, J. M. Korn & Co., governors.

DAVID W. ARCHIBALD, research and sales analysis staff, Gray & Rogers, Phila., promoted to assistant research director. VINCENT BENEDICT promoted from associate art director to head of art department.

RICHARD SCHOCK, Richard A. Foley Adv., Phila., to copy staff, Geare-Marston, that city.

SCHRAM Co., Chicago, has moved to larger offices in State-Madison Bldg., 22 W. Madison St.

IRVING GOULD rejoins Lavenson Bureau, Phila., as art director.

PAUL MATHISON, H. M. Gross Adv., Chicago, to Phil Gordon agency, that city, as art director.

CHARLES L. DUBISSON, Congoleum-Nairn, to Hicks & Greist, N. Y., as account executive.

DAVID S. NORTH to press department, Ted Bates & Co., N. Y.

JOHN FALKNER ARNDT & Co., Phila., moves to own building at 160 S. 15th St., that city.

ROBERT W. MAERCKLEIN Adv., Milwaukee, and CARL NELSON Inc., have merged under name Maercklein-Nelson Adv., Milwaukee.

DONALD F. SIMCOX, director of Contemporary Art Assn., to J. Robert Mendte Inc., Phila., as creative head of art department.

H. I. ORWIG, vice president, Buchen Co., Chicago, will discuss export advertising at National Industrial Adv. Assn. meeting in Chicago, June 30-July 2.

CORNWELL JACKSON, vice-president, J. Walter Thompson Co., L. A., and MRS. JACKSON (GAIL PATRICK), associate producer, *Perry Mason* TV film series for Bing Crosby Enterprises, vacationing in Honolulu.

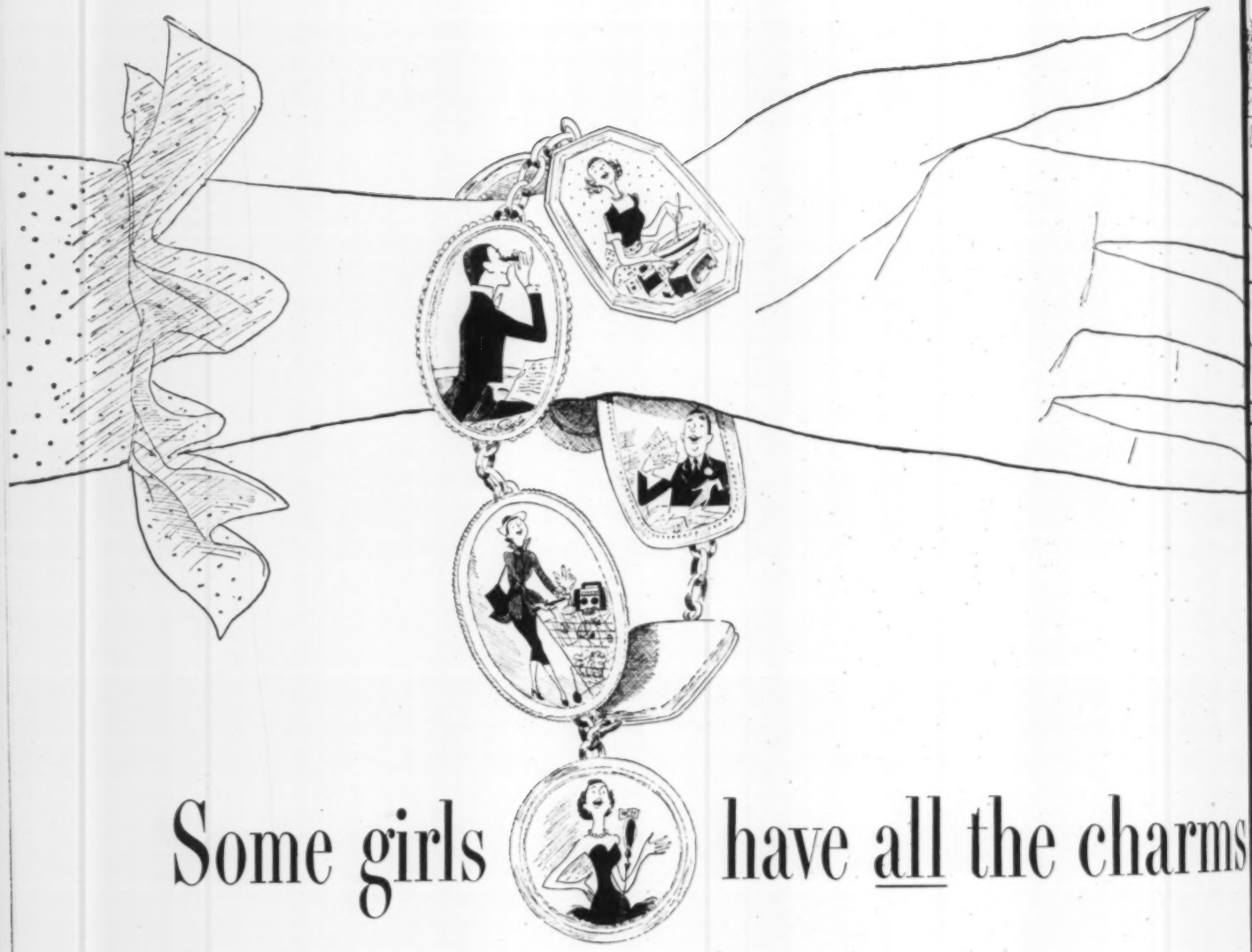
Into their homes (and into their hearts) for over 20 years!

Sally Work has been broadcasting for WBEN Buffalo ever since the station opened. And her phenomenal success can be summed up in one word: confidence. Sally goes into Buffalo homes and into the hearts of housewives with her friendly, informal afternoon show. And sales-wise, Sally has what we call "cushioned drive". She's honest, down-to-earth, convincing but never overbearing. It's the kind of personal selling that appeals to women. And the list of Sally's success stories prove it. Red Heart Dog Food, Nescafe, Borden's Starlac, Gerber's Baby Foods . . . these and scores of other products were first introduced to Buffalo women by Sally Work. So if you want a sincere selling job done on your product, Sal's your gal. 150 word participations are available Monday thru Friday. Check with Petry for details.

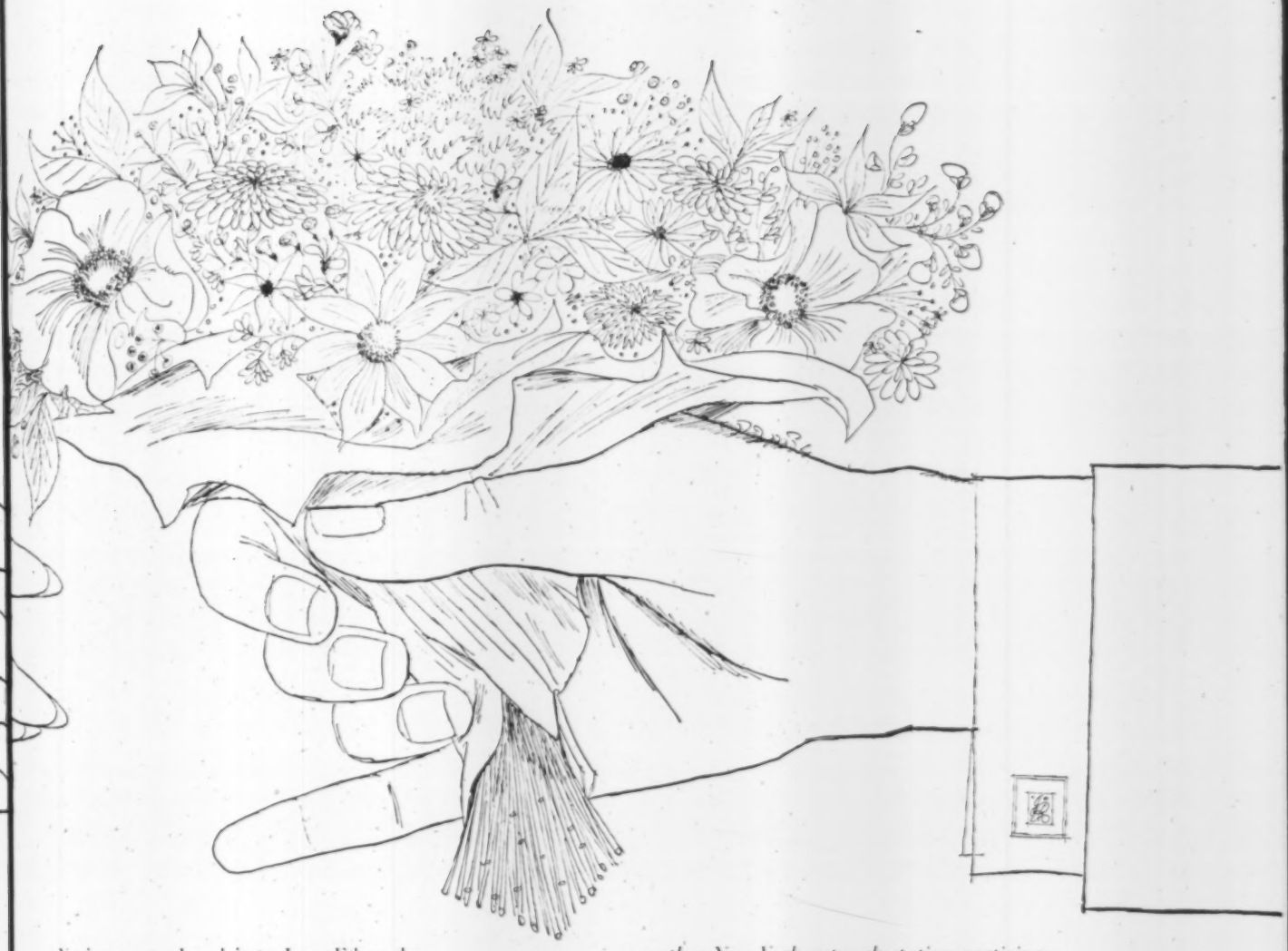
Sally Work 1:30-2 P.M. Mon. thru Fri.

WBEN

NBC BASIC — BUFFALO



Some girls have all the charms.



You've got to hand it to Joan Edwards. She's been a charmer ever since she first trod the boards as a young protégée of her famous Uncle Gus. Nowadays, she's getting new bouquets for showmanship—*and salesmanship*—on her new song-and-story show on WCBS, Monday through Friday mornings at 9:30.

- ***She charms critics.*** Billboard says, "It's as tho' the chanter, having fed her family, sent her hubby off to work and the kids to school, has called in the gals to chat and play records. And she does it all very pleasantly and capably."

She charms listeners. According to her first Pulse,* Joan's bright-as-sunlight personality and friendly program *attracted more listeners than any other New York network station participation program.* In fact, every morning housewives in more than 150,000 homes accept her warm invitation to "Come on over to my house."

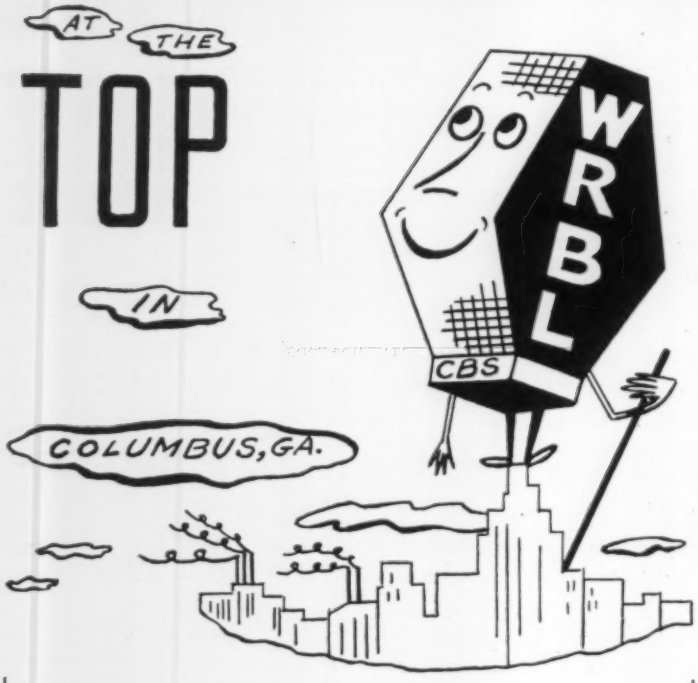
She charms advertisers. Variety says: "She delivers her plugs with a cozy touch." But just hear those "plugs" and you'll realize they're socked across with all the skill of a star born and bred in big-time show business. (Participations were 50% sold out before her first program!)

Want to charm customers? Call us and sign up now for a low-cost participation on WCBS' Joan Edwards Show.

CBS Owned • New York
Represented by CBS Radio Spot Sales

WCBS

*March 1952



Top Hooper, top coverage, top merchandising support means WRBL leads ALL media in delivering the booming Columbus market. In 1951 Columbus showed a 10% POPULATION INCREASE; 10.5% RETAIL SALES INCREASE: 16.5% INCREASE in Effective Buying Income. WRBL delivers 18.7% MORE COVERAGE than all other media in the Columbus 26 county trading area. For complete coverage at the lowest cost per thousand contact WRBL or Hollingbery.

new business

Spot . . .

GENERAL FOODS, N. Y. (Instant Maxwell House coffee), plan saturation spot radio campaign in limited number of mar using as many as 50 spots weekly June 16-27. Agency: Benton Bowles, N. Y.

GILLETTE Co., N. Y., to sponsor radio-TV coverage of Belm stakes races next Saturday over NBC networks, 4:30-5 p.m. EDT. Agen Maxon Inc., N. Y.

PLANTERS NUT AND CHOCOLATE Co., Wilkes-Barre, Pa., rene *Lucky U Ranch* on 25 ABC Pacific radio stations, 12:30-1 p.m. PD Mon. through Fri. from May 19 for 13 weeks. Agency: Raymond Morgan Co., Hollywood.

SIGNAL OIL Co., L. A., (petroleum products), renewed *The Whistler* 21 CBS Pacific and Mountain radio stations, for 10th year, Sun., 7: 8 p.m. PDT for 52 weeks from June 1. Agency: Barton A. Stebbins Adv that city.

ARMOUR & Co., Chicago, renews *Gene Autry Show* for 26 weeks KSD-TV St. Louis and WBAP-TV Ft. Worth, Tex. Company also sig for 26 weeks of same CBS-TV film sales package. Agency: Foote, Co & Belding, Chicago.

Network . . .

ALUMINUM Co. of America, Pittsburgh, to sponsor *It's News to M* with John Daly on CBS-TV for nine weeks effective July 6 as summ replacement for Edward R. Murrow's *See It Now*. Agency: Fuller Smith & Ross, Cleveland.

UNION OIL Co., L. A. (Royal Triton motor oil), began *Royal Tri Baseball Roundup* on May 26 on 319 ABC radio stations including outl in Alaska and Hawaii. Program is aired 5:55-6 p.m. EDT Mon. thru Fri. for 18 weeks. Agency: Foote, Cone & Belding, L. A.

REXALL DRUG Co., L. A., started sponsorship of *Doris Day Sho* 7:30-8 p.m. EDT Sun., CBS Radio, effective yesterday (Sunday) summer replacement for *Amos 'n' Andy*. Agency: BBDO, L. A.

GENERAL MILLS Inc., Minneapolis (Wheaties, Gold Medal flour), n news *Trouble With Father* on ABC-TV, Fri., 7:30-8 p.m. EDT for weeks from June 6. Agency: Dancer-Fitzgerald-Sample, Hollywood.

CAT'S PAW RUBBER Co., Baltimore (heels and soles), to sponsor alte nate Sunday telecasts of *Quiz Kids*, 4-4:30 p.m. EDT, CBS-TV Netwo effective Sept. 14. Agency: S. A. Levyne & Co., Baltimore.

Agency Appointments . . .

WISSAHICHON YARN Co., Jenkintown, Pa., appoints Lee Ramse & Co., Phila., for Wyco wool and nylon hand knitting yarn. GERAL F. SELINGER is account executive.

LURR PRODUCTS Corp. (Lurr insecticide), names Rand Adv., N. Radio and television will be used.

CLARK-HOPKINS EQUIPMENT Corp., EDMAR COMMUNICATION Co. and L. GOLDSTEIN'S SONS Inc., appoint Advertising Assoc., Phi

FREEZERATOR Inc. appoints Fien & Schwerin, Phila., for radio, T and newspaper campaign in that city and Washington, D. C.

Adpeople . . .

HOWARD GORMAN, associate advertising manager, Gaines (dog foo Div., General Foods Corp., N. Y., promoted to sales and advertising ma ager succeeding DONALD S. HARRIS now on special assignment. C. EWART, Gaines advertising assistant, named assistant to Mr. Gorm with V. B. WARD Jr. replacing Mr. Ewart.

REX BUDD, advertising manager, Campbell Soup Co., to receive H Herbert W. Hess-Dr. J. Russell Doubman award of Merchandising Ass at annual dinner at Houston Hall, Phila.

JAMES J. NICHOLS, currently with U. S. Navy, returns to Certi Grocers of Calif., L. A., as advertising manager, after discharge.

THE JOURNAL COMPANY

announces the appointment of

THE HENRY I. CHRISTAL CO., New York, Chicago,

as national sales representative

for radio station

WTMJ

THE MILWAUKEE JOURNAL STATION

★

Effective June 1, 1952

'Remarkable Statement'

EDITOR:

Usually, when perusing your interesting magazine, at expense of management, I presume that your information is documented. Can this be true of the remarkable statement in recent CLOSED CIRCUIT that "cameramen and other unionized personnel" are responsible for "bosom shots" and "off-color gags" . . . ?

V. J. Hultman
Engineering NBC
Hollywood, Calif.

[EDITOR'S NOTE: Point was made during Code writing session. Pointers identity trade secret. Sorry.]

* * *

'Just Unique'

EDITOR:

I guess we're just unique.

At any rate your editorial, "Legalized Larceny," [B•T, May 19] makes the startling statement that "There's hardly an independent in the country that wouldn't go major network if it could." Gentlemen, here is one independent where all of us would just as soon take strychnine as go major network . . .

First . . . our listeners would desert us by the thousands if we swapped our friendly, informal, living local programs for the highly emotional soap operas, whodunits and other trash that makes up such a large percentage of network fare . . .

Economically it would be sheer lunacy to swap time for which we are being paid 100 cents on the dollar to a network which would pay us at most about 30 cents . . .

And should I mention rates? Ours have been raised three times in three years and there is not a single under-the-table deal in the house. . . .

L. O. Fitzgibbons
Owner-Manager
WBEL Beloit, Wis.

* * *

Standard Equipment

EDITOR:

I have been in Europe for approximately eight months now and did not realize in six years of station management just how important your publication is to the industry. It is as standard a piece of equipment in a station as a remote amplifier, a master program schedule, or continuity paper. Twice a month now for eight months I begin to think, "I must look at BROADCASTING and see what's happening in the industry," but, Alas, No BROADCASTING. Your prompt attention to this order will be greatly appreciated from the former manager of WTAW, KTLW, KHIT, KIOX, and former staff member of WOAI-WOAI-TV.

W. R. Pierre
Hdq. Trust
APO 209
c/o PM, New York

* * *

Salik's Rebuttal

EDITOR:

In the always stimulating OPEN MIKE section of your issue for May 12, I read with particular interest the letter from Howard W. Davis, General Manager of KMAC-KISS (FM) in San Antonio, Tex. My friend, Howard, took exception to our double-spread in the April 21 BROADCASTING • TELECASTING in which we claimed KCBQ is "first in audience in the nation's fastest growing major market." Specifically Howard stated that the San Antonio "metropolitan area" has grown faster in the past ten years than the San Diego "metropolitan area."

I hate to do this—particularly to my former home-town of San Antonio—but, facts are facts even in Texas.

The preliminary U. S. Census for 1950 lists the following figures for the Standard Metropolitan Areas (as defined by the Bureau of the Budget) for our two cities:

	1940	1950	% of Increase
San Antonio	338,176	496,090	46.7
San Diego	289,348	545,967	88.7

The J. Walter Thompson Advertising Agency used identical figures in their excellent booklet, *The Cream of Your Market*, again deriving their information from the U. S. Census of 1950. They divide the nation's top 162 markets as follows:

A—8 markets over 2,000,000
B—35 markets from 450,000 to 2,000,000
C—72 markets from 150,000 to 450,000
D—47 markets from 150,000

Again, in their booklet, the percentage of increase is 85.2% for San Diego as compared to 46.7% for San Antonio. Incidentally, their breakdown also shows that San Diego has grown faster in the past ten years than has any market in the A group, any market in the B group (which includes both San Diego and San Antonio), any market in the C group, and amazingly any market in the D group except one.

I think the figures Howard used were correct for "City Markets" rather than for the Standard Metropolitan as defined by the Bureau of the Budget. (San Diego County in our case, Bexas County for San Antonio). I'm sure that Howard would agree with me that one of radio's many advantages is that our medium, unlike others, does not

(Continued on page 58)

open mike

WLOF NEWS
INCREASES AUDIENCE
250%

When the Hooper Study of January-February, 1951 revealed that a network woman commentator on WLOF at 12:00 til 12:15 Noon, Monday thru Friday, had a Hooper Rating of 2.0; and a Share-of-Audience of 10.9, it was yanked from the air. The replacement was WLOF's own Production of "Front Page News" as reported by Paul Marlowe. These concise, hard-hitting, news broadcasts keyed to the interests of Orlando and all of Central Florida built an amazing following in a few short months. The October-November, 1951 Hooper Report discloses that Paul Marlowe's FRONT PAGE NEWS has a Hooper Rating of 7.0. This is a 250% INCREASE IN AUDIENCE. This WLOF News program has a 23.5 Share-of-Audience, representing a 115% Increase in Share-of-Audience. AND IT'S STILL BUILDING!

Radio Sets-in-Use jumped from a 15.7 in January-February up to a 29.8 in October-November, 1951. RADIO'S IMPACT IS GROWING in ORLANDO, FLORIDA.

FOR SPOT AVAILABILITIES CONTACT:

PAUL H. RAYMER COMPANY, INC.

WLOF

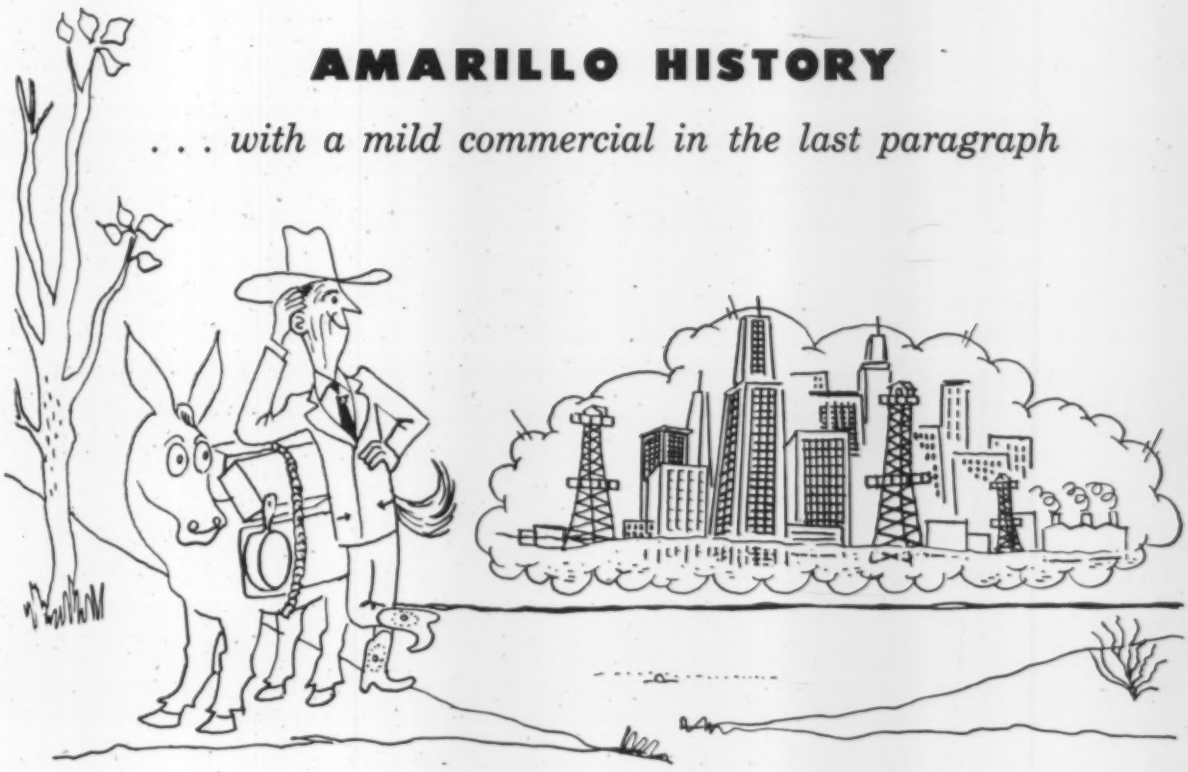
"FLORIDA'S SWEET MUSIC STATION"

5000 WATTS • 950 KC • MBS NETWORK

ORLANDO, FLORIDA

AMARILLO HISTORY

. . . with a mild commercial in the last paragraph



AMARILLO has a short past. It was born with a cocklebur under its civic tail back in 1887, during the days when a branding iron was a sacred instrument and the first railroad was coming through. The way one story goes, a man name of Sanborn offered the cowboys of the LX Ranch a town lot apiece if they'd vote for his town (then known as Oneida) in a contest which developed over the location of the county seat. Since the LX hands constituted a legal, or shooting, majority, justice triumphed. "Amarillo" derived from the yellow flowers that, along with cattle, decorated the surrounding prairie.

Highly productive Texas soil caused agriculture to flourish. Early farmers raised giant-size vegetables. Wheat liked the Panhandle. Cotton was planted after the accidental discovery that cottonseeds, in which an early shipment of eggs was packed, would grow. Highways and railroads crossed at Amarillo. Oil, natural gas and helium were discovered. Airlines came zooming in.

Wholesale and shopping center for an 83-county, 2-million-person area, Amarillo is close to the stuff an advertiser looks for when he wants business. KGNC, *which completed its 30th year of broadcasting last month*, is almost half as old as Amarillo. The only NBC station in a diamond pointed by Denver, Albuquerque, Dallas, and Oklahoma City, KGNC offers its listeners regional and national programming on its 10,000 watt signal . . . and its advertisers the chance to meet Panhandle hospitality and loyalty.

710 KC • 10,000 WATTS • REPRESENTED NATIONALLY BY THE O. L. TAYLOR COMPANY

"Operation Heat Wave"

The hottest thing in town these days, outside of Washington's famous summer weather, is WRC's "OPERATION HEAT WAVE." For the first time, WRC is affording its advertisers a chance to make the heat pay off. . . .

If you're selling a seasonal product that moves best when the sun is hottest, here's your chance to buy radio spots in Washington on those "fair and warmer" days only—and save and save in the bargain.

WHEN: From May 25 through September 25.

WHAT: 20-second station breaks.

WHO: Seasonal hot weather products *only*, such as fans, bathing suits and sun tan lotion. (Products subject to WRC acceptance).

COST: It's lower than you think!

For complete details on how to stretch your radio dollars in the Washington market during the summer months, contact the New York office of NBC Spot Sales or the WRC Sales Department.

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

FIRST in WASHINGTON

WRC NBC

5,000 Watts • 980 KC

Represented by NBC Spot Sales

feature of the week

L to r: Mr. Dixon; W. L. Snyder, Drug Products Div., Procter & Gamble, and L. S. Lavezzi, Mgr., Kress store.

* * *

IN AN unusual feat, Prell Shampoo last week filmed a television commercial featuring the Prell comparison test as it was conducted in a busy store—Kress on Fifth Avenue in New York—before the public.

The commercial is the first in a series of TV films to be staged at well-known locations throughout the country.

Announcer Bob Dixon, with the aid of four models, conducted the questioning by stopping customers at random and asking:

"Which side of this girl's hair looks more radiant?"

Each girl's hair was parted down the middle—one half shampooed with the new Prell and the other half with another leading brand. A camera was focused on the group to catch shoppers' answers. The film is that actually used in the TV commercial. Of the 12 women solicited, recorded and filmed, 11 liked the Prell side and the 12th was indifferent.

Don Weill, account executive of Benton & Bowles, agency for Prell, was the guiding idea-man behind the TV venture.

strictly business

LIFTING of the TV freeze will mean greatly increased use of film programs, according to Aaron Beckwith, sales director of United Television Programs, distributor of TV films, who has already watched his sales volume quadruple itself in the past year.

Some of his reasons: More stations will mean greater competition and local managers will seek improved programming; stations unable to receive network service will turn from costly local five shows to less expensive film; national advertisers are even now turning from network to national spot advertising on film to stretch their already taut TV budgets.

An amiable man with a friendly voice, Mr. Beckwith contends that his best salesman, responsible for 75% of each sale, is the product itself. His company handles such programs as *Big Town*, now produced on film for simultaneous distribution by Lever Bros. and non-

Mr. BECKWITH

competing advertisers in other cities; all Bing Crosby Enterprises' TV output; *Durocher and Day*

(Continued on page 55)

CLEVELAND

WSRS

"The Family Station"

CLEVELAND'S ONLY NEWS STATION ON THE AIR 24 Hours daily around the clock

WSRS

●"The Family Station" uses the latest "on the spot" voice reporting equipment to cover all kinds of events and local news. WSRS has more active field reporters on their NEWS staff than any other station in Ohio. The WSRS NEWS staff is on the job around the clock. That's why you hear it first on "The Family Station." WSRS makes it their business to report the NEWS when it is really NEWS.

WSRS

LOCAL NEWS EVERY SIXTY MINUTES ON THE HALF HOUR AROUND THE CLOCK

On the air 24 hours daily

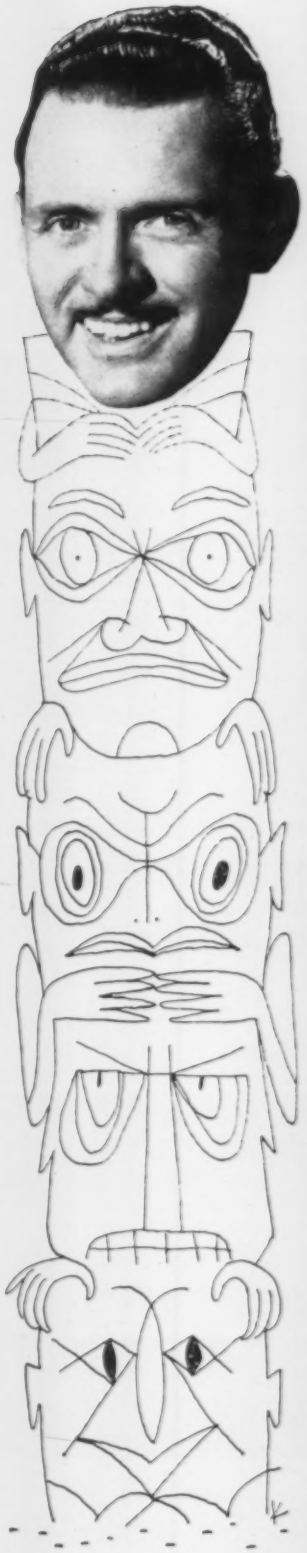
"The Family Station"

WSRS

CLEVELAND

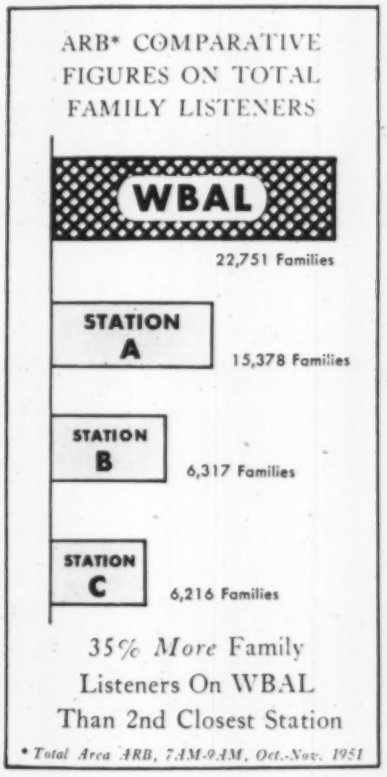
NAT'L REP. FORJOE & CO.

"High Man On the ARB Poll"



THE AL ROSS SHOW

6:00 to 9:30 A.M. Monday Thru Saturday



The chart at the left tells the story. Survey after survey shows Al Ross way out front in all morning programs. American Research Bureau proves the Al Ross show gives you at least 35% more Families.

And there's a good reason why Al is so popular. He has a way with him . . . a different style of announcing songs . . . a different way of giving with the commercials.

And here's another reason why the "big pay off" is on WBAL *BALTIMORE* . . . the station with the big 50,000 watt power—WBAL, the NBC affiliate.

Let Us Tell You Why The "AL ROSS SHOW" Has the Lowest-Cost-Per-Thousand in Baltimore in the Morning!

WBAL

50,000 WATTS • NBC IN MARYLAND

Nationally Represented by EDWARD PETRY & CO.

NORTH CAROLINA is the South's No. 1 STATE

North Carolina's NumberONE SALESMAN

North Carolina rates more firsts in recognized market surveys than any other Southern state. More North Carolinians, according to BMB study, listen to WPTF than to any other station.

WPTF

also WPTF FM

50,000 WATTS • 680 KC.

NBC AFFILIATE FOR RALEIGH-DURHAM AND EASTERN NORTH CAROLINA

FREE & PETERS, NATIONAL REPRESENTATIVE

R. H. MASON, GENERAL MANAGER
GUS YOUNGSTEADT, SALES MANAGER

BROADCASTING

Vol. 42, No. 22 JUNE 2, 1952

CBS RADIO RATE TALKS

Affiliates Call Meet With Network

By EDWIN H. JAMES

A GROUP of prominent CBS Radio affiliates last week arranged for and invited other stations of the network to a two-day conference on the current radio network crisis. Top CBS executives have agreed to participate.

Copies of a telegram signed by the group were sent out Wednesday night to all CBS Radio affiliates and the meeting set July 1-2 in New York's Ambassador Hotel.

William S. Paley, chairman of the board of CBS; Frank Stanton, president; Adrian Murphy, president of CBS Radio, and other high CBS executives will be present. Mr. Stanton is cutting short a European vacation to attend the meeting.

Those signing the telegram were Kenyon Brown, KWFT Wichita Falls, Tex.; Victor Sholis, WHAS Louisville; William Quarton, WMT Cedar Rapids; John E. Fetzer, WKZO Kalamazoo; Saul Haas, KIRO Seattle; John F. Patt, WGAR Cleveland and WJR Detroit; Ray Herndon, KTRH Houston; Hulbert Taft, WKRC Cincinnati, and George B. Storer, WGBS Miami, WAGA Atlanta, WMMN Fairmont, W. Va., and WWVA Wheeling, W. Va.

Realistic Discussion

Sponsors of the conference said they wanted made clear that it was intended as a realistic discussion of the deteriorating situation in radio network operations. It was not called in a spirit of antagonism, they emphasized.

In the telegram, however, they said the state of radio network business "offers cause of great concern."

Although the telegram was no more specific than that in regard to the cause of the meeting, it was plain to all that the sponsors of the conference were worried by the prospects of another round of network radio rate reductions.

By last week it had become an open secret that CBS Radio was seriously considering a substantial reduction in nighttime rates. All that remained to be settled was the question of how much to cut them. The question of when to invoke the reductions had been pretty well decided: As soon as the CBS top executives agreed upon the amount of the cut.

learned last week that CBS management had made up its mind it could not go into the fall season without a rate cut deep enough to set prices below the depressed levels at which network business lately had been conducted in under-the-table deals.

Only by falling back to a fixed price level of this order can radio network business be stabilized, these CBS executives believe. And their opinion coincides with that held by the management of NBC, it is known.

Having twice been thwarted by affiliate opposition when it tried to take the lead in imposing rate adjustments, NBC has adopted the strategy of awaiting a CBS Radio cut before, as it cannot fail to do, following with its own.

It was in recognition of this anticipated sequence that the idea for a meeting of CBS Radio affiliates first arose. Although wholly independent of the All-Radio Affiliates Committee, the action last week of the CBS affiliates group was a logical outgrowth of an Affiliates Committee meeting a fortnight ago [B•T, May 26].

At that meeting, the Affiliates Committee expressed "grave concern" over the general radio network situation, but refrained from any joint action. There is little activity the Affiliates Committee can undertake as a group because of the danger of running afoul of anti-trust laws.

Decided To Confer

The Affiliates Committee did say, however, that its members had decided individually to confer with their respective networks on the difficult questions facing radio network business.

Of the signatories to last week's telegram to CBS Radio affiliates, three are members of the All-Radio Affiliates Committee, Messrs. Brown, Storer and Patt. One other, Mr. Sholis, was present as a guest at the Affiliates Committee meeting a fortnight ago, however.

Although it was not called at their suggestion, CBS executives were said to be favorably disposed toward the July 1-2 meeting.

It is known some high CBS officials feel the time has come to present CBS Radio affiliates with a comprehensive situation report detailing the radio network's difficult position in the face of what amounts to a buyers' strike against network radio at present prices.

This position may not be easy to explain, since many if not most CBS Radio affiliates—including those in television markets—are said to be doing well in both local and national spot sales.

These affiliates find it hard to believe national advertisers are willing to buy spot radio but not network radio. They find it especially hard to understand when the advertisers are buying heavily in radio spot in television markets and, on some stations, at spot rates which prevailed before the network radio rate cuts of a year ago and which have not dipped a cent since.

In the opinion of some CBS Radio

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RADIO TAX RELIEF

Offered in Miller Bill

A SIMPLE dollar-and-cents objective to benefit a number of radio station operators, weary-eyed from puzzling over high rates in the Excess Profits Tax Act, underlies a rather complex bill introduced in the House last week.

The bill was authored by Rep. William E. Miller (R-N.Y.) and was referred to the tax-writing House Ways and Means Committee.

Its significance is clear-cut for it would:

Give the radio licensee, who also operated some other type of business or businesses in the years 1947-1949, an opportunity to separate his radio earnings from his other business ventures for a breakdown for tax purposes.

Where this could be profitable for the broadcaster in the category described can be readily seen. For if the broadcaster lost money in getting his radio property on an even keel, revenue-wise, his so-called base period—1947-1949—would be adjusted accordingly.

Thus, the broadcaster could apply his losses at a rate to be determined by an (radio) industry rate of return to his other business income to obtain his average base period income.

A section of the bill would provide that relief would be retroactive to the period starting with July 1, 1950.

As is the unwritten effect of the Excess Profits Tax, the business which can show a higher base period can later show a less lop-sided earnings sheet in the subsequent years.

Exemptions Granted

The bill specifically excludes from its provisions those AM broadcasters who also operated TV prior to Jan. 1, 1951.

The Excess Profits Tax Act already contains a relief section for TV broadcasters, who were in business early, but who lost money.

The TV formula generally permits radio owners who operated television to apply their earnings to an individual rate of return or an industry rate, whichever is the more favorable.

It was learned that Rep. Miller introduced his bill upon request. According to sources in the House, the legislation was spurred by "some seven newspapers who own radio properties."

This source disclosed that the newspaper owners were ones who had purchased their way into radio early in the post-war era by acquiring FM stations only. It was claimed that these owners lost money in operating these stations until they later "acquired AM properties."

However, it must be noted that the relief would be afforded to not only the newspaper owner of a radio property but also any other licensee who has other business intrests.

A tricky law for the layman, the Excess Profits Tax provisions can penalize such business owners because losses generally written off on a losing proposition to a profitable enterprise makes the latter base period much lower. In turn, when the losing operation becomes profitable, the overall jump in profits becomes gravy percentagewise for the government.

A similar situation formerly existed in the TV broadcaster's situa-

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ZUZULO NAMED
As MBS Press Chief

FRANCIS X. ZUZULO, press information manager for Mutual, last week was promoted to director of press information, with responsibilities including supervision of the network's publicity offices in Chicago, Washington and Hollywood as well as New York, and operation of the department's regular services to affiliates and editors throughout the nation.

Mr. Zuzulo

The appointment was announced Tuesday by Vice President Robert A. Schmid. It followed the resignation of Dick Dorrance, who is establishing the promotion firm of Dorrance & Co., New York [B•T, May 26].

Mr. Zuzulo has served the Mutual press department in a number of capacities since joining the network in August 1944. He was business news editor before being named manager of the press division.

Before joining Mutual, he served with the United Press in Kansas City and New York, and with MacFadden Publications. During the war he served overseas as an army captain for three years prior to medical discharge for wounds in June 1944. He is a graduate of the U. of Missouri School of Journalism.

MBS Signs Motorola

MOTOROLA Inc., Chicago (radio and TV sets), will sponsor *True Detective Mysteries* on alternate Sundays over MBS, 5:30-6 p.m. EDT, beginning July 13. The company will alternate sponsorship with Williamson Candy Co. (Oh Henry candy), which has signed a recent renewal contract. Agency for both sponsors: Aubrey, Finlay, Marley & Hodgson Inc., Chicago.

Johnny-on-the-Spots

GENERAL Manager Lawrence A. Reilly of WTXL West Springfield, Mass., is guffawing over an item which appeared in the *Springfield Sunday Republican* about the Memorial Super Market's two-hour special sale which moved nearly 20,000 items of canned goods and packages at a flat 10% reduction in price, and which the newspaper reported "had no advance advertising." Joker is, according to Mr. Reilly, that the grocery market bought spot announcements starting in mid-afternoon telling of the sale, with the result that more than 500 housewives flocked to the sale, pulled by radio alone.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"They voted seven-to-one in favor of transit radio."

ABC ADDS SEVEN
Affiliates Total 330

SIGNING of seven new affiliates by ABC bringing the total to 330, was announced last week by William Wylie, ABC radio stations director.

The group includes three California stations owned by the Broadcasting Corp. of America: KYOR Blythe (1450 kc, 250 w), managed by Lyle Schuman; KROP Brawley (1300 kc, 1 kw day and 500 w night), managed by John Chandler, and KREO Indio (1400 kc, 250 w), managed by James Tracewell.

KOWB Laramie, Wyo. (1340 kc, 250 w), owned by Snowy Range Broadcasting Co. and under the managership of Lynn Smith, also is joining the ABC network, while the following commenced affiliation yesterday (Sunday):

KANE New Iberia, La. (1240 kc, 250 w), owned by New Iberia Broadcasting Co. and managed by Dierrell Hamm; WGYV Greenville, Ala. (1400 kc, 250 w), owned by Greenville Broadcasting Corp. with W. J. Miller Jr. as manager; and WKSR Pulaski, Tenn. (730 kc, 150 w day), owned by Richland Broadcasting Co. and managed by Virgil Trimm.

ROBERTS TO ABC
As Central Radio Head

DON ROBERTS, vice president in charge of new business for Sullivan, Stauffer, Colwell & Bayles, New York, has been appointed director of ABC radio's Central Div., effective yesterday (Sunday), succeeding Edward G. Smith, resigned [B•T, May 26].

Prior to association with SSC&B, Mr. Roberts was western sales manager for CBS' Chicago office, and before that served five years as radio account executive with NBC in New York.

DON LEE SIGNS
General Mills to Show

GENERAL Mills Inc., Minneapolis (Sperry Div.), will start *Breakfast News with Sam Hayes* on 45 Don Lee Pacific Coast radio stations, 7:45-55 a.m. (PDT) Monday through Saturday, for 52 weeks beginning today (Monday).

The firm formerly broadcast a program on NBC radio for 13 years. The agency is Dancer-Fitzgerald-McDougal, San Francisco.

Each of the stations will follow the program with five-minute local news broadcasts. First contract to be signed is with Norris-Thermador Corp., Los Angeles (bathtubs, sinks, electric ranges), starting *7:55 Local* on KHJ Hollywood for 13 weeks beginning today (Monday). The agency is West-Marquis Inc., that city.

KLAUS MOVED UP
To WERE Cleveland Head

CLEVELAND Broadcasting Inc. board of directors last Tuesday announced the appointment of Richard M. Klaus as general manager of WERE Cleveland.

Mr. Klaus

Mr. Klaus joined the WERE sales staff in February 1950 as assistant sales manager. He also was with WHBC Canton, Ohio, and WJW Cleveland, before coming to WERE. A graduate of the U. of Michigan, he served five years in Navy Communications during World War II and was discharged as lieutenant commander.

Mr. Klaus recently became the father of a son, Robert Alan.

JONES SUIT
Appellate Affirms Sufficiency

THE APPELLATE division of the New York State Supreme Court has unanimously affirmed the decision of the Supreme Court upholding the sufficiency of the complaint filed by Duane Jones Co. against nine of its former officers and directors, and Frank J. Burke and Manhattan Soap Co.

The complaint alleged a conspiracy on the part of the defendants to force Duane Jones, chairman of the company, to sacrifice his stock in the company, under threat that the nine officers and directors would take the clients and personnel, turn the key in the door and shut up the business. When Mr. Jones refused to sell his stock, the defendants, it is alleged, proceeded to carry out their threats.

The Duane Jones complaint, whose sufficiency was sustained twice by the Supreme Court before being taken to the appellate division, seeks recovery of $3,500,000 from the defendants; an accounting of profits and the impressment of a trust in favor of Duane Jones Co. upon the stock of Scheidelet Beck & Werner Inc., which was formed by some of the defendants to take over the Duane Jones business.

The defendants have been given ten days to answer and the trial is expected to be held early in fall.

O'NEIL ELECTED
To Ad Council Board

ELECTION of Thomas F. O'Neil, president and board chairman of Mutual, to succeed former MBS president Frank White on the board of directors of the Advertising Council was announced Friday by chairman Howard J. Morgens, Procter & Gamble vice president in charge of advertising.

Mr. O'Neil, whose MBS presidency became effective June 1, is a vice president and director of General Tire & Rubber Co. He entered the radio industry in December 1947 as vice president and director of the Yankee Network. In the following February, he became a member of the Mutual Network's board of directors, to be elected chairman three years later. He is also president of Thomas S. Lee Enterprises, owned 90% by General Tire and 10% by Macy's and consisting of the Don Lee Network, the Yankee Network and WOR-AM-FM-TV New York. Lee Enterprises also owns 59% of Mutual.

Fineshriber Named

APPOINTMENT of William H. Fineshriber Jr. as MBS member of the NARTB Radio Board was announced last week by NARTB President Harold E. Fellows. Mr. Fineshriber is executive vice president and a director of MBS. He replaces Frank White as MBS member of the association board, Mr. White having resigned as MBS president to join NBC.

TR PLANS EXPANSION

SCOTUS Victory Paves Way

TRANSIT RADIO Inc., FM-sired and newest of the national media, is working on plans to spring out of its litigation limbo into full stature with other major advertising industries.

Armed with a 7-1 U. S. Supreme Court decision, officers and directors of Transit Radio have scheduled a Tuesday morning meeting in Cincinnati to lay plans for the delayed expansion into a nationwide operation, according to Hulbert Taft Jr., board chairman. Mr. Taft is president of WKRC Cincinnati.

Key figures with Mr. Taft are R. C. Crisler, TR president; Ben Strouse, of WWDC Washington, vice president; Tom O'Neil of General Tire radio properties, and W. M. O'Neil, WJW Cleveland; Chet Thomas, KXOK St. Louis. E. K. Hartenbower, KCMO Kansas City, was expected to attend along with several others interested in transit.

Plans In The Offing

While nothing will be decided prior to the meeting, Transit Radio's backers envision sales offices in New York and Chicago. Present headquarters are in Union Trust Bldg., Cincinnati. At one time Transit Radio was represented nationally by H-R Representatives Inc.

Once enjoying a take of $20,000 a month from national advertisers using the service supplied bus companies via FM stations, Transit has operated for well over a year with a total of about 3,600 radio-equipped vehicles compared to a peak of 4,600. At present about 18 national advertisers are buying transit, the litigation having caused many others to drop out.

Shortly after the Supreme Court's decision was announced last Monday, sporadic inquiries started coming from national sponsors showing renewed interest.

One of the main jobs facing Transit Radio Tuesday will be formation of a sales organization. Up to a few months ago H-R Representatives Inc. had serviced Transit Radio.

Then there will such problems as new capital and new station-transit tieups to expand the medium from a dozen cities to a nationwide operation.

Threats of continued organized effort to block transit programming were heard last week. Among those taking this position were Paul M. Segal, attorney, of Segal, Smith & Hennessey, who argued the anti-transit radio case in the Supreme Court, and the National Citizens Committee Against Forced Listening.

Mr. Segal said, "Murder, arson and the torture of little white boys are all wicked. But none of them violates the Constitution of the United States. The Supreme Court has now held that regardless of whether transit radio is good or bad, it just doesn't happen to be unconstitutional. This does not mean that transit radio will be permitted to go forward. The constitutionality attack was just one attempt."

The case was argued in Supreme Court last March 3 [B•T, March 10]. Appearing on behalf of Washington Transit Radio Inc., Public Utilities Commission (District of Columbia) and Capital Transit Co. was Attorney W. Theodore Pierson, of Pierson & Ball.

Originally the U. S. Court of Appeals for the District of Columbia had held that transit broadcasts deprived objecting riders of their liberty without due process of law [B•T, June 18, 11, 1951]. The highest court did not accept this ruling, holding that the D. C. Public Utilities Commission was within its rights in permitting radio programming for buses operated in the nation's capital.

If TR goes ahead with a rapid expansion program it will encounter some delay in providing equipment for buses and trolleys. TR has a supply of antennas in stock but no receivers. It is believed receivers could be obtained without difficulty, once an actual demand appears.

The status of transit radio at the FCC, along with other types of special FM services, is somewhat cloudy. The Commission had raised the question of legality of the "beep" signal used for switching talk programming. Four functional music outlets were cited [B•T, May 31, 1951]. They have asked FCC to hold a general rule-making hearing so the issues might be clarified on an industrywide basis. Fate of storecasting also

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MOST interesting thing they've read in years, Ben Strouse (r), WWDC Washington, and W. Theodore Pierson, radio attorney, agree as they peruse the transit radio decision.

SOAP ACCOUNTS

Expand Fall Radio-TV Shows

By FLORENCE SMALL

THE SOAP companies, whose ranks include the largest single advertiser in radio and television, will be more active this fall in television and radio than ever before in their history. That was the finding of a BROADCASTING • TELECASTING spot check made last week.

As prime mover in this expansion, Procter & Gamble, Cincinnati, which last year spent nearly $25.75 million for network radio-TV time alone, has added a television version of *Welcome Travelers* daytime strip on NBC-TV, augmenting its recent early morning radio purchase (9:30-10 a.m. on NBC), plus a new half-hour on NBC-TV (Sunday, 7-7:30 p.m.), into which the *Red Skelton Show* will be moved from its present 10-10:30 p.m. Sunday time [B•T, May 26].

Latter time period will be retained by P&G and a new film show called *The Doctor* will be starting in August for the firm's Camay soap. In addition, P&G will place a TV version of its *Guiding Light* (CBS Radio daytime strip) in its 2:30-45 p.m. period on CBS-TV succeeding *First One Hundred Years*. The firm's 16 other radio programs as well as its TV shows, such as *Those Two* (NBC-TV strip) and *Beulah* (ABC-TV, weekly hour-hour), are slated to continue for next fall.

Colgate-Palmolive-Peet, which will be spending about $26 million in time and talent in radio and television, last week bought, in addition to its already impressive list of radio and TV shows, a TV film version of *Mr. and Mrs. North*. Company is planning to place the half-hour program, once a week, on a spot basis across the country instead of using a network. Sherman & Marquette, New York, is the agency.

'Biggest In History'

The present radio-TV lineup is "the biggest in the company's history and the most effective," Les Harris, director of radio-TV for Colgate - Palmolive - Peet, told BROADCASTING • TELECASTING.

The firm is expected to renew its sponsorship of *Colgate Comedy Hour* Sundays on NBC-TV and will definitely continue with its *The Big Payoff* (NBC-TV), *Strike It Rich* (five times weekly strip on CBS-TV), plus a nighttime half-hour (also CBS-TV).

In radio, Colgate-Palmolive-Peet last week renewed the five-minute Louella Parsons strip for another quarter on CBS Radio. In addition, the firm will continue with its radio schedule of *Mr. and Mrs. North* on CBS Radio, *Our Miss Brooks* on CBS Radio, *Bob and Ray* on NBC and *Strike It Rich* on NBC.

Lever Brothers, New York, whose overall radio-TV budget is estimated slightly higher than that of C-P-P, has added 7:45-8 p.m. Tuesdays and Thursdays (on CBS-TV) for its Chlorodent toothpaste but will drop the radio version of *Big Town* on CBS Radio (Wednesdays, 8-8:30 p.m.), although the TV budget for *Big Town* expanded by switching from live to film.

The newest buy for Chlorodent will start with a program produced by J. Walter Thompson Co., New York, featuring a top vocalist weekly, with the most effective personality to be picked out of the summer group for a permanent fall show.

Lever Brothers, instead of taking a 13-week hiatus for its *Lux Radio Theatre*, will remain off for only eight weeks, meanwhile substituting two CBS Radio house shows, *Broadway Is My Beat* and *Romance* (Mondays, 8-9 p.m.) during the five summer weeks. In the fall, the Lever radio lineup will include, aside from *Lux Radio Theatre* (CBS Radio), *Aunt Jenny* (CBS Radio), *House Party* (CBS Radio) and a simulcast of part of the Arthur Godfrey morning show (CBS Radio and TV). In television, Lever will continue to sponsor *Lux Video Theatre* (CBS-TV), *Big Town* (CBS-TV) and *Hawkins Falls* (strip on NBC-TV).

1898 Walter C. Evans 1952

WALTER C. EVANS, 53, for three decades one of the leading figures in the electronics industry, died shortly after 4 a.m. Wednesday in Johns Hopkins Hospital, Baltimore.

Distinguished persons from all branches of electronics and manufacturing were to join Westinghouse Electric Corp. and Westinghouse Radio Stations Inc. executives and high government officials at funeral services to be held at 11 a.m. today (Monday) in Tickner's funeral home, North and Pennsylvania, Baltimore.

Burial was to be at 1:30 p.m. today at Arlington National Cemetery, with full military honors.

Since last April, when Mr. Evans' health limited his business activity, he had remained at his home in the Eastport section of Annapolis, Md. He had relinquished active duties in three Westinghouse Electric Corp. industrial divisions but continued as vice president of the parent concern and president of the radio-TV station organization.

Last Monday his illness became critical. He was taken to Johns Hopkins Hospital, Baltimore, but began to sink rapidly.

For many years Mr. Evans lived in the Annapolis area, having never lost his love for the water and his interest in boats. Until this spring he lived in a home built on a barge anchored at the shore line, moving into a house ashore just a month ago.

Industry Pays Homage

As word of his critical illness and then his death spread last week tributes and messages of sympathy came from all over the nation.

In the Westinghouse organization he was known as an active, brilliant and exacting executive. Many electronic developments bear signs of his engineering and administrative genius. He remained "fiercely loyal to people with whom he worked," according to fellow executives.

Walter Evans, like many in the Westinghouse organization, rose to high executive stature from the engineering ranks. As a boy of 15 he attracted wide attention in the Chicago area by making a sending and receiving radio unit that induced a newspaper to publish an entire radio supplement. Not interested in his father's railroad supply business, he kept puttering with radio gear and became a Great Lakes ship radio operator at 16.

During World War I he served in the Navy, becoming an instructor at the Naval Radio School at Harvard. Later he served as radio operator aboard a sub chaser.

After the war he resumed college education at U. of Illinois where he was a roommate and fraternity brother (Chi Psi) of E. R. Borroff, now general sales manager of Westinghouse Radio Stations. At one point the young radio man interrupted his electrical engineering studies to ship out as operater on an oil tanker.

After his studies at U. of Illinois he served as operator for Marconi Co., RCA and United Fruit Co., supervising the first radio telephone installation on an American merchant ship for the last-named line.

He was operator on the ill-fated steamer *Eastland* but was transferred to another ship just a week before it sank with loss of hundreds of lives.

Joining the new KYW Chicago in 1921, he helped engineer one of the earliest midwestern stations carrying regular broadcast service. In 1922 he was appointed chief engineer and four years later was named KYW general manager.

In Charge of WRS

By 1932 Mr. Evans had been placed in complete charge of all Westinghouse radio stations. The following year, his duties were expanded to include all Westinghouse radio manufacturing activities as well as broadcasting, with responsibility for development, manufacture and sales of radio broadcasting and communications equipment.

He was elected a director of Westinghouse Radio Stations in 1936, rising to a vice presidency in 1939 and assuming the presidency in 1947.

With election to vice presidency of the parent corporation in 1942, he was in charge of the X-Ray and Electronics Divs. in Baltimore. One of his feats was to increase production 120 times to produce over $400 million worth of radar and allied electronic gear for the military.

The wartime achievements brought him Certificates of Appreciation from both the Army and Navy for "his contributions in connection with the development and production of radio and radar equipment during World War II." He organized the Westinghouse Television & Radio Division in 1945, directing this radio-TV receiver operation during its formative years.

Mr. Evans was named chairman of the International Broadcasting Committee of the Defense Communications Board in 1941. In the previous decade, he had taken leaves from Westinghouse at government request to serve as industry technical adviser to the State Dept. at the Madrid and Cairo international telecommunication conferences.

He was a Fellow of the Institute of Radio Engineers; director of Broadcast Music Inc.; director of Radio-Television Mfrs. Assn., and member of Army Ordnance Assn., American Society of Naval Engineers, Chi Psi, and Tau Beta Pi honorary engineering fraternity.

Surviving are Mrs. Evans, the former Lee Huddleson; a son, Chuck; a daughter, Mrs. Barbara Jean Bixbee, and a grandchild, son of Mrs. Bixbee. His two children are by his first marriage to the former Jean Burtis, who survives.

MOFFET QUITS FOSS

Joins Russell P. May Firm

JOHN A. MOFFET, 37, has left the post of vice president with William L. Foss Inc., Washington, to become an associate in the firm, Russell P. May, Radio Consulting Engineers, Washington.

Mr. Moffet

Mr. Moffet had been with the Foss firm since November 1945 when he was discharged from active duty with the Air Force. During War II, he served first with the Army Signal Corps, finally as an Air Force captain in the European theatre. Mr. Moffet was graduated from Swarthmore College in 1937, receiving an engineering degree with honors. With Mrs. Moffet and their two children, he lives in Arlington, Va.

CHARLES H. CRUTCHFIELD (1), vice president and general manager, WBT-AM-FM and of WBTV (TV) Charlotte, joined B. H. Peace Jr., president, WFBC-AM-FM Greenville, S. C., in sampling WFBC's 19th anniversary cake, May 20. Mr. Crutchfield was program director when the station first went on the air.

FRITCHEY NAMED

As Truman Assist

CLAYTON B. FRITCHEY, De of Defense public information ch was appointed last Tuesday as a ministrative assistant to the Pre dent with an annual salary of $1 000 [B•T, May 26]. He will a sume his new responsibilities som time this week.

The White House announcem did not specify the nature of M Fritchey's duties, but it was pre sumed he would devote himself responsibilities of a political na ture. Nor did Joseph Short, Whi House radio-press secretary, elab orate on the announcement.

Mr. Fritchey thus joins a Whi House contingent of administrati assistants comprising David Bel Donald Dawson, David Lloyd an David Stowe. Table of operation calls for six such posts, althoug they rarely have all been filled a any one time.

Mr. Fritchey has been OPI di rector for the Defense Dept. sinc November 1950 and previously wa editor of the *New Orleans Pic* (no radio-TV affiliation). He als was with the *Baltimore Post* an the *Cleveland Press* during the '30 He succeeded Osgood Roberts in th defense information post. His su cessor in the Pentagon was not an nounced.

During Mr. Fritchey's tenure i the Defense Dept., military OP activities were a target of scathin Congressional criticism. This wa manifested in the form of charge by Rep. Edward F. Hebert (D-La.) probing "waste" in the Pentagon and House action slashing OP funds from $1,250,000 to $312,00 Mr. Fritchey received an annua salary of $14,800 while OPI direc tor.

SARNOFF LAUDED

As 'Father of Year

BRIG. GEN. DAVID SARNOFF chairman of the board of RCA, ha been selected as the "Father of th Year" by the National Father Day Committee, composed of promi nent citizens of every state, it wa announced last Tuesday.

Also included in the 1952 lis ing of prominent parents were E V. Kaltenborn, selected as radi father and Sam Levenson, name television father for 1952. Larai Day and Leo Durocher were chose as husband-and-wife team of th year.

Father of three sons, Gen Sarnoff was commended for ha ing "boldly, unselfishly, and patr otically toiled as champion 'freedom to listen' and 'freedo to look' in radio and television a a human right everywhere in th world."

The Father's Day Committe was organized in 1936 with hea quarters in New York to encourag observance of the day throughou the United States, according Alvin Austin, director, who sa the group is financed only by con tributions.

BAB BUDGETS

For Radio Promotion, ARF Study

MEETING in the shadow of seemingly imminent network radio rate cuts, BAB officials approved last week a $600,000 budget for the radio promotion bureau during the next ten months. Budget provides for (1) a pro-radio advertising campaign, and (2) puts up radio's part toward an Advertising Research Foundation study of the audience measurement muddle [B•T, May 26].

A total of $15,000 was authorized toward the $25,000 which ARF has estimated the long-wanted evaluation of radio-television rating services will cost. The appropriation is subject to BAB approval of ARF's final plans for the study. ARF is expected to seek the rest of the $25,000 — TV's share — from the television division of NARTB.

Edgar Kobak, president of ARF and chairman of the BAB executive committee, estimated that ARF—which is composed of advertiser, agency and media members—can get the study under way within about 30 days after the money is available. How long it will take to complete the study is an unanswered question. Mr. Kobak thought it might take as much as six months.

Rating Service Study

The study of rating services—which ranks high in the desires of advertisers and agencies as well as broadcasters—would be calculated to measure the various radio and TV research techniques against each other, determine their respective strong points and limitations, and, insofar as possible, correct the current misuse of ratings. It is a problem pointed up repeatedly over the past two years.

For a national advertising campaign, designed to impress radio's values upon the public and both present and prospective advertisers, the BAB executive and financial committees set aside $50,000. This paid campaign is to be coupled with on-the-air and other promotion efforts by stations individually and tied in with BAB's other activities at both the local and the national levels.

Louis Hausman, CBS Radio administrative vice president, was named to pick a committee. This group, in collaboration with BAB authorities, will prepare and place the radio-promotion advertisements, starting around July 15. Major newspapers and trade publications in various fields will be used.

Charles C. Caley of WMBD Peoria, BAB's new board chairman, reiterated that he had no knowledge of any network's intentions with respect to radio rates. But he conceded that another round of network cuts—which have seemed increasingly in prospect in recent weeks—would make it "doubly hard" for BAB to succeed in its all-radio promotion campaign.

He denied, however, that there was any rate-move significance in the selection of Mr. Hausman of CBS Radio, which has run foremost in speculation about future rate reductions, to head BAB's pro-radio advertising committee. Mr. Hausman, he pointed out, has been an active member of the BAB promotion committee for more than a year.

No agency has been selected to handle BAB's advertising. Nor is it a certainty that one will be. But Mr. Caley thought it likely that one would be designated.

On the subject of rates, and efforts to prevent cuts, Mr. Caley said he felt BAB is taking "positive action" through its plans to advance acceptance of radio's stature as a sales medium.

Radio's Value

He said it was not now contemplated that radio's cost-per-thousand advantage over other media would be exploited, in the forthcoming advertising campaign, over other advantages of using radio as a sales tool. Indeed, he said, it is BAB's hope that radio's values—and ultimately its cost per thousand—may eventually be raised.

Mr. Caley pointed out that when it commenced operation in the spring of 1951, BAB had a budget of $157,000. After steady increases last year and this—with stations still being added at the rate of one a day—he said the membership fund as of June 1 would be $601,000, with 622 member stations, four networks, and several representation organizations and associate members.

By next Jan. 1, he said, it is expected that BAB will have 750 member stations and at least a $700,000 budget "to sell radio as the greatest mass medium in America."

Mr. Caley paid tribute to Mr. Kobak, first board chairman, for "helping us get off the ground" as an effective operating bureau.

Details of Expansion

He also pointed out that the BAB staff will be expanded from 21 persons to approximately 30 by July 1, with opening of a Chicago office and increases in the New York sales staff. Appointment of a head of the Chicago office is expected by around June 15, he reported.

Committemen and other participants in the Monday sessions included Messrs. Caley and Kobak; BAB President William B. Ryan, Vice President Kevin B. Sweeney and Local Promotion Director Jack Hardesty; William Quarton, WMT Cedar Rapids; H. Preston Peters, of Free & Peters; President Adrian Murphy and Vice President Hausman, CBS Radio; William H. Fineshriber Jr., executive vice president of Mutual; Joseph E. Baudino, Westinghouse Radio Stations (participating as an alternate for the late WRS President Walter Evans); Allen M. Woodall, WDAK Columbus, Ga.; Kenyon Brown, KWFT Wichita Falls; Gordon Gray, Goodwill Stations (alternate for President John F. Patt, chairman of the BAB finance committee).

U. S. Steel Renews

UNITED STATES Steel Corp., Pittsburgh, through BBDO, has renewed sponsorship of *Theatre Guild on the Air* on NBC Radio Network for 39 weeks starting in September.

Asks LBS Figures

REP. PATRICK HILLINGS (R-Calif.) last week confirmed that he has asked Gordon McLendon, Liberty Broadcasting System's president, for his present figures to support his charges that the Justice Dept. has been delinquent in prosecuting "baseball conspiracy" [B•T, May 26]. Rep. Hillings is active in a House subcommittee that will probe the Justice Dept. He also has expressed interest in getting major league baseball for the West Coast.

'MORE THAN MEETS THE EYE'

CBS Radio to Unveil Promotion Film

A NEW film, designed to convey the meaning of its title, "More Than Meets the Eye," by presenting its message primarily via the sound track rather than by picture-matter, has been produced for CBS Radio as part of the network's promotion of AM broadcasting.

Scheduled to be shown to an invited audience in Hollywood today (Monday) and in New York next week, the film "is part of a long-term program to present radio's values graphically in a changing world of entertainment—to give sponsors, showmen, and audiences a fresh appreciation of its power and effectiveness," according to Adrian Murphy, CBS Radio president, who was to announce the film project today.

The business documentary, a 15-minute color film, uses animated semi-abstract art of the screen, with its meaning conveyed through sound effects, music composed by Wladimir Selinsky, and the narration of Robert Trout, CBS Radio news commentator. Purpose of the film is to demonstrate the meaning of sounds and to indicate their translation into network broadcasting.

Mr. Murphy was scheduled to unveil the production at a special West Coast showing in Hollywood's Ciro's restaurant today for some 400 radio and movie artists, advertisers, agency executives, and newsmen. Executive groups in the advertising industry are to see the film at the Museum of Modern Art in New York, June 9-11, and other special showings will be arranged in key markets throughout the country.

The film was produced for CBS Radio Network by United Productions of America, producers of the Academy-Award winning "Gerald McBoing Boing" short subject, in Burbank, Calif. Gordon Auchincloss directed the sound track, which was prepared by CBS Radio in New York before the animations were started on the West Coast.

BAB SERVICES

New Retail Aids Listed

FIVE-POINT expansion of the retail services of BAB, designed to "equip the radio station salesman to sell and service retailers as well as any media salesman," was announced last Wednesday by BAB President William B. Ryan.

The new services were listed as:

(1) A monthly Sales Opportunities Calendar offering a retail sales idea for each day of the month. First calendar already has been distributed; they will go out 60 days in advance of the period for which sales ideas are suggested.

(2) Data on seasonal fluctuations in retail sales and advertising, to be distributed to BAB members under a contract signed last week with the George Neustadt Statistical Organization, whose data will be used. This will provide month-by-month sales curves on some 91 products handled by department stores, specialty shops, appliance dealers, and hardware stores.

(3) Compilation of product sales by months and by geographical sections, developed from Federal Reserve figures to show trends for departments in specialty shops and department stores as a supplement to the Neustadt service.

(4) A budget planning sheet for retailers, slated to appear this summer and designed to help retailers and stations plan monthly promotion programs systematically according to anticipated sales.

(5) A how-to-do-it book on radio advertising, intended for the local advertiser and scheduled for release by late fall.

Mr. Ryan said local business currently represents 42% of radio's total billings and "is becoming more and more important each month." He said "BAB will attempt this year to equip radio salesmen to plan retail advertising better and to widen the knowledge of retailers about radio through a greatly expanded program of retail sales helps."

He said that "lack of familiarity with radio prevents the local advertiser from achieving all the benefits of radio advertising."

HOUSE PROGRAM PROBE

Unveils Plans; Hearings Begin

By DAVE BERLYN

THE WIDELY publicized House investigation of so-called "immoral or offensive" radio and television programs got off to a quick start last week with hope expressed by its chairman that the reins will be kept tight.

Otherwise, House Interstate and Foreign Commerce Subcommittee Chairman Oren Harris (D-Ark.) warned that the probe could easily get out of bounds.

Chairman Harris expressed this view in a BROADCASTING • TELECASTING interview following a formal announcement of hearing plans of the subcommittee last Wednesday.

Public hearings begin tomorrow (Tuesday) at 10 a.m. in Room 1334 in the New House Office Bldg. in Washington.

Lead-off witness will be Rep. E. C. Gathings (D-Ark.), author of House Resolution 278 that set up the organization and objectives of the subcommittee probe. Other Congressmen "who desire to present their views" will be heard next.

Order of appearance of additional parties who have interest in the investigation are "representatives of civic groups and organizations," FCC and other federal agencies who may wish to testify, and "at the proper time, individual broadcasters and representatives of the broadcasting industry."

According to the formal announcement, "the subcommittee will undertake to study programming techniques, including the question of responsibility for and control over the content of the radio and television programs on the part of broadcasting licensees."

The announcement came after a closed door meeting of the seven-man committee. (For names and sketches of the full subcommittee see articles below.)

Rep. Harris outlined his views in even more concrete terms when questioned on the subcommittee's blueprint.

He said the subcommittee had decided to arrive at a certain "standard" in its investigation and that it was determined to "stay within bounds." The group, he said, wanted to concentrate on "specific instances and complaints" on programming.

The resolution, itself, is quite general. In its formal announcement, the subcommittee said the probe would be conducted within the terms of the resolution and cited that part which states the subcommittee shall:

. . . Determine the extent to which the radio and television programs currently available to the people of the U. S. contain immoral or otherwise offensive matter, or place improper emphasis upon crime, violence and corruption.

FCC will be asked to make available to the group "any complaints which the Commission may have in its possession in regard to radio and television programs," the subcommittee said.

A call for "witnesses who desire to appear" was issued, urging such persons "to make their wishes known promptly to the clerk of the House Interstate and Foreign Commerce Committee, Elton J. Layton. . . ."

Rep. Harris, asked whether the subcommittee will consider beer and/or wine advertising on radio or television in its study, answered that it would "if the advertising is part of the program." He also said so-called "drinking scenes" possibly would be considered if they are part of a program's content. He did not elaborate.

He said the subcommittee planned later to go into "canned programs" or "filmed programs." The group, he said, would question those "responsible" for the production of films.

Rep. Harris disclosed that radio-TV industry representatives would be asked in what manner "programs are established," what is the "conduct" of the broadcasting media's programming and "what code of ethics or standards" the industry follows.

The subcommittee at the present time does not plan to hold hearings in cities other than Washington, D. C., Rep. Harris said. No consideration has been given to Hollywood, New York or Chicago, as it had been reported in some publications.

Rep. Harris' views coincided with those he gave in an informal interview two weeks ago on ABC's *News of Tomorrow* when he asserted that if Congress had not decided to investigate, FCC would have been forced to do it [B • T, May 26]. As he did again last Wednesday, Rep. Harris had expressed concern that the probe stay within the confines of the Gathings Resolution. He had pointed to the danger of government censorship.

As the House swung into its plans to apply the investigator's magnifying glass to the radio-TV industry, renewed sparks of indignation flew in New York where Max Gilford, special counsel, National Society of TV Producers, urged that East Coast TV film producers adopt and enforce their own production codes. He also pleaded for the producers to make their case known in Washington (see story, page 66).

BENTON COMMENT

Attacks House Probe

SEN. WILLIAM BENTON (D-Conn.), the lawmaker who would set up a review board to study radio and TV programming, gave out a special release last week on the House probe of programming.

The House investigation, he asserted, "is the wrong way to go about improving radio and TV programs." He continued:

It will be easy for the committee to show that TV is overloaded with crime programs. That's already been documented in various studies. But what's the next step? Should Congress pass a law forcing a censorship code on all programming? I hope and believe we won't find many members of Congress in favor of that—or many members of the Supreme Court.

The real problem is to encourage good programming in every legitimate way. That is an immensely complicated problem. It involves, among other things, the economics of broadcasting. The operation of educational stations could be one forward step. Closer cooperation between commercial stations and educational institutions would be a great forward step.

A system of subscription broadcasting which opens the opportunity to provide programs for countless minorities who today do not enjoy the advantages of broadcasting, would in my opinion be still another forward step and in my judgment the greatest of all.

These opportunities deserve continuous study by the best brains in the country. That is why I have proposed the establishment of a National Citizens Advisory Board on Radio and Television. These opportunities warrant the attention of the Congress and the FCC.

SEVEN MEN WHO MAKE UP PROGRAM STUDY UNIT

CHAIRMAN OREN HARRIS (D-ARK.)

LEGAL-trained Chairman Harris hurtled into communications prominence on Capitol Hill in the past few months. He assumed this role when the McFarland bill (S 658), only major communications legislation in Congress, cleared through the Crosser Committee. Rep. Harris was given the task of filing a report on the bill and appearing before the House Rules Committee. Decision of Rep. Lindley Beckworth (D-Tex.) to campaign for the Senate assured Mr. Harris the post of chairman of the radio-TV investigating subcommittee. Rep. Harris won his court spurs as a prosecuting attorney in Union County, Ark. He has been a lawyer since 1930. Ten years later, he was elected to the House where he has had uninterrupted service. He was born Dec. 20, 1903, in Hempstead County, Ark. A fellow Arkansas Democrat, Rep. E. C. Gathings, sponsored the resolution which set up the subcommittee. He is listed as a Baptist in the *Congressional Directory*.

Rep. Harris

REP. ARTHUR G. KLEIN (D-N. Y.)

AUTHOR of legislation in the House to permit radio and TV to cover House proceedings as well as committee hearings, Rep. Klein now finds himself second ranking Democrat investigating the media's "morality" in programming. Born in Gotham, Aug. 8, 1904, Rep. Klein received his bachelor of laws from New York U. Law School in 1926 and passed the state bar a year later. Government experience was gained from 1935 to 1941 as a staff attorney of the Securities and Exchange Commission. He is a senior member of Klein, Wikler & Gottlieb, New York; has been in the House since 1941.

Rep. Klein

* * *

REP. F. ERTEL CARLYLE (D-N. C.)

A MEMBER of the House since 1948, Rep. Carlyle is from the law field. He was elected solicitor of the Ninth Judicial District of North Carolina in 1938, a post he filled until his election to Congress. He was born in Lumberton, N. C., on April 7, 1897, was graduated from the U. of North Carolina, served in the U. S. Navy in World War I and started his law practice in 1921. He is former chairman of the Robeson County Democratic Executive Committee, and has held posts in the American Legion. *Congressional Directory* lists him as a Baptist.

Rep. Carlyle

* * *

REP. HOMER THORNBERRY (D-TEX.)

A CITY government product, Rep. Thornberry has been a member of the House since November 1948. He was born in Austin, Tex., on Jan. 9, 1909. Receiving his B.B.A. and LL.B. degrees from the U. of Texas, he was admitted to the bar in 1936. He was a member of the Texas House, 1937-1941, district attorney of the 53d judicial district of Texas, 1941-42, and volunteered for serv-

Rep. Thornberry

(Continued on page 32)

WCAU CENTER

300 Attend Opening Of $3 Million Plant

GRAND OPENING of WCAU-AM-FM-TV Philadelphia's new radio and television center, built at an estimated cost of $3,000,000, took place last Tuesday with 300 leaders of the broadcasting industry and civic and allied fields attending ceremonies highlighted by addresses from major figures of the radio-TV trade.

Present for the opening of the ultra-modern WCAU center were outstanding members of the trade press, advertising agency executives, sponsors and civic, business, educational and religious leaders. Featured speakers were Vice Chairman Rosel H. Hyde of the FCC; Maj. Robert McLean, president of man of WCAU and president of the man of WCAU and president of the Associated Press; Justin Miller, chairman of NARTB; William S. Paley, chairman of the board of CBS, and Donald W. Thornburgh, president and general manager of the WCAU stations.

WCAU, licensed in 1921, is a subsidiary of the *Philadelphia Bulletin*, and operates with 50 kw on 1210 kc. Its FM outlet was licensed in 1941 and its TV outlet in 1948. It is an original CBS affiliate.

Miller Address

Judge Miller told the dedication audience the opening was significant in "many ways."

"It is significant not only as showing the history of broadcasting through the history of this station . . . from the time when WCAU was a 250-watter back in 1922, a 50,000-watter in 1932, a television station in 1948, and now dedicating this last word in television facilities. But it is also significant in showing the potential of television, and the happy relationship of television, newspapers and radio.

"I hope," said Judge Miller, "that the representatives of the Federal Communications Commission who are here will feel happy in the decision that Commission made several years ago in permitting the joint cooperation of newspapers and broadcasting." He described as "well expressed" WCAU's new motto, "Speaking for Freedom."

CBS Chairman Paley, himself a native of Philadelphia, told listeners that "Philadelphians have cause to be very proud of this structure. And so has everyone in broadcasting, for—more than anything it represents past accomplishments which deserve the highest praise and a faith in the future which gives encouragement and incentive to us all."

Mr. Paley called the WCAU center "the finest thing of its kind in the country."

"We at CBS are very proud of the happy association we have had with WCAU for the past 25 years," he said. He praised past and present figures dominant in WCAU's history, including Leon Levy and his brother, I. D. Levy, "who managed WCAU's destinies for many years"; Robert and William McLean of the *Evening Bulletin*, and Richard Slocum, *Bulletin* general manager, together with WCAU President Thornburgh.

Mr. Thornburgh, in his speech of welcome, summed up the popularity of WCAU radio and TV programs and enumerated seven awards received by WCAU for 1951, adding, "We are proud of the fact that no other station in the United States has ever succeeded in winning all of these important awards in any one year."

He said 1950 and 1951 represented WCAU's two best years in radio sales volume, and that WCAU-TV led all other TV stations in the "last four Rorabaugh quarterly reports" in total advertising accounts. He praised Charles Vanda, vice president in charge of TV, for programs "well accepted locally" and for the station's origination of as many as six programs a week on CBS-TV. "Only Hollywood and New York originate more," he said.

The 1951 awards to WCAU radio and television programs for 1951 were:

George Foster Peabody award for *What in the World*, TV program broadcast in conjunction with the U. of Pennsylvania.

The Alfred I. DuPont award and $1,000 for best large station public service programs—in radio and television.

Ohio State's American Exhibition for Educational Radio and Television Programs—radio certificate for *Freedom Revisited*, historical series of radio.

Ohio State's American Exhibition for television for best children's entertainment program, *Big Top*, circus program originated at Camden convention hall.

Variety award for station originating best television programs for network.

Freedom Foundation award for radio program, *Freedom Revisited*, for the third successive year.

National Federation of Woman's clubs for best children's entertainment in TV, *Big Top*.

Mr. Thornburgh also had praise for John C. Leitch, vice president and director of engineering, for performing "herculean" engineering tasks.

"The culmination of our efforts came in the transfer to the new center last week when television was moved on Sunday night between midnight and 8 a.m., and radio the following Friday night instantaneously, both without loss of a program and without a facility failure of any sort.

"Our new motto, 'Speaking for Freedom,' expresses our hope that we can disseminate this service from the birthplace of freedom in the truly American way," he said.

FCC Comr. George Sterling and Benedict P. Cottone, FCC general counsel, were among those present at the WCAU dedication.

Greetings from the FCC are extended to WCAU President Thornburgh (second from left) at WCAU center dedication. Left to right, FCC Comr. Sterling, Mr. Thornburgh, FCC Vice Chairman Hyde and FCC General Counsel Cottone.

Congratulations go to WCAU President Thornburgh (l) from (l to r) CBS Board Chairman Paley, President Robert McLean and General Manager Slocum of the Philadelphia Bulletin.

'What Radio Needs . . .'

CBS BOARD Chairman William S. Paley told the audience at dedication of WCAU's new radio and TV center last Tuesday that before entering radio he was in the cigar business in Philadelphia in 1927 when a WCAU salesman sold him a "bill of goods," including "a 24-piece orchestra, a choral group, a male singer, girl singer, emcee, guest artist, plus the time period—one hour per week—all for $50," for sponsorship. Mr. Paley said he knew so little about radio it took him a long time to understand why La Palina cigar distributors in such places as Denver, Salt Lake City and Seattle weren't able to hear the program from WCAU. "About a year and a half later the world lost a pretty good cigar maker and gained a very frightened broadcasting man," he said.

KING HEADS KWBW

New Building Planned

NEW general manager of KWBW Hutchinson, Kan., is Harold E. King, Mrs. Bess Wyse, president, announced last week. Mr. King will have complete direction of station personnel and policies, she said.

Mr. King

Formerly manager of WTTH Port Huron, Mich., Mr. King has managed stations over several years in Kentucky, Oklahoma and Michigan. Beginning in radio in his home state, Florida, he received early experience at such stations as WMBR Jacksonville and WORZ Orlando. An NBC affiliate, KWBW plans to erect a large new radio center building in Hutchinson.

RWG STRIKE

Network Move Planned

RADIO Writers Guild National Executive Committee was to meet over the weekend in Los Angeles to coordinate plans for a strike against the NBC, CBS and ABC radio networks and to consider reorganization, scheduled for discussion by the Authors League of America in New York, June 13-15.

Strike discussions will center on coordinating the New York, Chicago and Hollywood locals, according to Eastern Regional Vice President Ira Marion who left Thursday to confer with Milton Merlin, RWG president; Larry Marks, West Coast vice president, and Tom Koch, midwest vice president. Reorganization of RWG pivots on television jurisdiction, subject of dispute between the union and its parent ALA last December, at which time the ALA announced that it would convene with radio and screen writers units and other interested parties to iron the problem out.

MUSICIANS

AFM Lists '50 AM-TV Employment

EMPLOYMENT survey of radio and television, made by the American Federation of Musicians, indicated that $23,058,317 was paid AM-TV musicians during 1950, of which less than $3 million was spent by television.

Survey is part of the report from James C. Petrillo, AFM president, to be presented union members when they hold their 55th annual convention in Santa Barbara, Calif., starting June 9. It indicates that many stations used their staff musicians for both AM and TV performances, so that "it was impossible to determine just how much of this money was allocated to television."

Television report, based on the figures of 60 AFM locals which had jurisdiction over the 107 TV stations in operation during 1950, indicated that many TV stations had little or no employment for local musicians; the major portion of the work was focused in three markets. New York musicians were paid $1,598,217; Los Angeles, $493,119; Chicago, $290,270, and all other 57 locals, $395,553, to make the total $2,777,159. An additional $94,989 was reported as paid to musicians making films exclusively for TV.

The total of $20,186,168 reported for radio employment covered both staff and commercial work in the United States, Canada, Hawaii and Puerto Rico, with staff employment in the United States accounting for almost $13 million.

Breakdown Listed

Breakdown of staff employment in the United States was as follows: 1,929 men worked for 50-52 weeks on 305 stations to gross $10,073,272; 31 men worked from 40-49 weeks on six stations to gross $79,825; 36 men worked from 30-39 weeks on nine stations to gross $54,799; 216 men worked less than 30 weeks on 60 stations to receive $2,572,916; miscellaneous employment—such as extra conductors, musicians, copyists, overtime wages, etc.—amounted to $2,572,916. It was noted that 57 of the 437 stations which employ AFM musicians do so on a single engagement basis only.

Staff employment in Canada totalled $897,652 and in Hawaii, $4,390.

Commercial employment — paid for by sponsors or advertising agencies and separate from station staff work—totalled $4,733,574 for the four major radio networks during 1950. This total was for the employment of 124 leaders and 2,519 men who worked on 194 sponsored programs for an aggregate of 12,700 broadcasts.

Breakdown of commercial broadcasting employment by city was as follows:

New York—82 sponsored programs, broadcast 7,086 times, cost $1,670,531 for musicians' salaries; Los Angeles—85 sponsored programs, broadcast 4,664 times, cost $2,625,458; Chicago—16 sponsored programs broadcast 484 times cost $36,728; San Francisco—one sponsored program broadcast 18 times cost $45,593; Nashville—three programs broadcast 156 times cost $35,464. Traveling bands, playing on seven programs broadcast 292 times, earned $319,800 in salaries.

"A more exact picture" of commercial broadcasting, the report said, is indicated by the figures that 2,519 musicians, conducted by at least 124 leaders, sponsored by 194 agencies or companies, played for a total of 12,700 commercial broadcasts.

Commercial fees in Canada totalled $722,258; in Hawaii, $1,250, and in Puerto Rico, $7,050.

Although AFM is generally acknowledged as one of the most powerful unions and one which offers fullest protection to its members, President Petrillo still has a major problem in finding employment for members who do not live in major cities. Of the 585 locals which reported on staff radio employment, 351 said there was none, and television employment, as previously stated, was practically limited to three production centers.

But in spite of the centralization of broadcasting employment, it was evident from the survey that this is the major income course for musicians. Theatre work in vaudeville, Broadway shows, operas and burlesque totalled $6.5 million; phonograph recordings paid about $2.5 million; electrical transcriptions gave another $2 million; and symphony employment proved limited by the concert season, with complete operating costs—including non-musical expenses—for the major orchestras estimated at $[illegible] million.

Report also announced that traveling orchestras, playing for transcontinental commercial radio programs, would receive a 15% increase effective Sept. 1, with a $43.70 minimum for a 30-minute program.

Mr. Petrillo also proposed amendments to include television in the union by-laws, most notably articles 7 and 23 where "and television" is to be inserted with most references to "radio."

The four-day AFM convention is expected to attract some 1,100 delegates from about 700 locals in the United States and Canada, with sessions to be highlighted by the president's report, a talk by California's Gov. Earl Warren, and entertainment by the Bob Hope radio troupe and the Les Brown orchestra.

HILL COVERAGE

Media Report Issued

A SEMI-AUTHORITATIVE indicator as to the extent of radio and TV coverage of congressional committee proceedings is available on Capitol Hill.

Media coverage has been assuming greater importance, following a ban clamped on House committee sessions last February by Speaker Sam Rayburn (D-Tex.). A fortnight ago, Sen. Pat McCarran (D-Nev.) proposed that the Senate do likewise [B•T, May 26].

Rep. Rayburn's decision barred newsreels as well as broadcast media. Sen. McCarran's resolution would prohibit still photographs in addition to these media.

Now, the Senate committees themselves determine whether their hearings will be open to newsreels, radio and TV. Resolutions pend in the House to amend the rules and thus set up similar procedure as exists in the Senate. An author of one of these measures is George Meader (R-Mich.).

When the Congressman made his proposal in the wake of Mr. Rayburn's ban, Rep. Meader promised to have prepared a report on congressional committee coverage.

That report has been received by the Congressman from the Library of Congress. Compilation was headed by W. C. Gilbert, acting director of the Legislative Reference Service.

Summary of those findings follows:

House Armed Services Committee—TV and newsreels permitted on 12 days of hearings on the probe of the B-36 bomber program (81st Congress).

House Banking and Currency Committee—Use of television and newsreels restricted.

House Foreign Affairs Committee—Policy not to permit radio, newsreel or television cameras during hearings. There may have been some exceptions to this rule.

House Interstate and Foreign Commerce Committee — Televised hearings of investigation of air crashes at Newark Airport during February 1952.

House Judiciary Committee—Use of TV restricted.

House Un-American Activities Committee—Hiss-Chambers hearings were telecast on 21 hearing days (1948). Motion-picture industry investigations in Los Angeles telecast five hearing days in 1951. "Restrictions have been placed on the use of television and newsreel cameras. The present policy is that television and newsreel cameras are restricted during committee hearings. This decision was made in order to insure proper decorum."

Studying GI Bill

House Select Committee, studying GI bill of rights program—Two hearings (December 1950) in Dallas, three in Harrisburg, Pa., (1951), two in Philadelphia (1951), one in Memphis (1951) and one in Nashville (1951), covered by newsreels. A Murfreesboro, Tenn., hearing August 1951 broadcast. Two hearings held in December 1951 covered by newsreels and recorded. Some newsreel films shown on TV.

House Select Committee, probing Katyn Forest Massacre—Plans to telecast Chicago hearings March 13 and 14, 1952, rescinded after Mr. Rayburn's announcement. Four hearing days, the month before, covered by newsreels.

Senate Appropriations Committee—Respective subcommittees have discretion on use of TV and newsreel cameras. Some filming made on armed services appropriation bill when government agency heads appeared in February 1952.

Senate Armed Services Committee—Universal military training hearings March 30 to April 2, 1952 telecast. Twelve hearing days on sending ground forces to Europe telecast in early 1951.

Senate Banking and Currency Committee—Three hearing days in summer of 1950 devoted to Defense Production Act telecast as were two hearing days on same act in March 1952. Though no records were kept, there have been other instances of television and newsreel cameras used.

Senate District of Columbia Committee—Crime investigations on TV telecast on 11 hearing days in 1952. [There were broadcasts and recordings]. Witness could request TV restriction.

Senate Expenditures Committee's Subcommittee on Investigations—On loyalty program in government, newsreel cameras covered at least seven hearing days in 1948. Subcommittee must authorize radio, TV and newsreels of witness testifying.

Senate Foreign Relations Committee—Thirty-one hearing days of State Dept. employe loyalty probe telecast and covered by newsreel cameras in 1950. Twelve hearings telecast and filmed in 1951 on sending troops to Europe. On Mutual Security Act, 11 days of hearings on TV and filmed in 1951. Same coverage on three days of hearings on St. Lawrence seaway. No restrictions on TV in this committee.

Senate Interstate and Foreign Commerce Committee—Portions of hearings on gambling information legislation filmed (April 17 through May 4, 1950).

Senate Judiciary Committee—On control of subversive activities four hearing days of May 1948 were on newsreels but restrictions placed on TV or newsreels during 1952 probe of Institute of Pacific Rela-

(Continued on page 93)

Yankee Ingenuity and Radio...

...Combine for McWhirr's Broadcast Success

RADIO has helped make the 75-year-old R. A. McWhirr Co. a Fall River, Mass., institution. Not only is this department store one of the most successful in New England, it has set somewhat of a record for longevity. It has used the same program on the same station, WSAR Fall River, for 25 years and the same m. c. for 21 years. Success stories are numerous. For example, station management recalls a Christmas shipment of electric trains. Announcement went on the show which closed at 1 p. m., and the last train was sold less than an hour later. Through its half-hour program, "Musical Parade and Shopping News," the store uses radio to popularize its personal shopping service—now one of its most successful departments.

RADIO has produced "real results" for R. A. McWhirr Co., Fall River, Mass., department store, says Richard M. Thompson, president and treasurer. Mr. Thompson's statement is backed by a record of radio use that probably is unprecedented in broadcasting annals.

For McWhirr has used the same program on the same station, WSAR Fall River, for 25 years. The same m.c. has presided over the program for 21 of those years.

The department store, one of the largest and most successful in its area, this year celebrated its 75th anniversary.

Twenty-five years ago, the store decided to try radio advertising for two reasons: First, the management felt that as a progressive city Fall River should have a radio station and it wanted to lend support. Second, the store knew advertising on radio would supplement its printed ads and lend a progressive touch to the entire advertising program.

It decided to use 12:30 to 1 p.m., Monday through Saturday, on WSAR, with format including popular music on records and informal comment. The commercials were included, just as informally, in the comment. Title was, and still is, *Musical Parade and Shopping News.*

At first, WSAR personnel handled the program but the store used its department heads to tell about merchandise in their departments that they felt would interest listeners.

In this capacity, Eddie Burke first appeared. As manager of the store's automotive department he was asked by the management to deliver a one-minute commercial. He was, he says now, "scared to death." He approached the microphone with fear and trembling and blurted out something about a second-jack.

But that first announcement proved effective and Mr. Burke was called on several times in the next few months. Mike fright soon vanished and he began enjoying the chore. Four months after his first appearance Eddie Burke took over the program.

In 1931, WSAR was a single room. Mr. Burke had no helper and the choice of records for the daily show was limited. To complete the popular music show and avoid daily repetition he dipped into semi-classics and ballads. But variety was the format then, just as it is today.

McWhirr always has made good use of the program and certain items are featured on it exclusively from time to time. Success stories are numerous. Station management recalls one was a Christmas shipment of electric trains. Announcement went on the show that closed at 1 p.m. and the last train was sold before 2 p.m. the same afternoon.

The store used the radio to popularize its personal shopping service—now one of its most successful departments. Mr. Burke keeps his commercials informal and easy, seldom using prepared copy.

Merchandise sold by the store is not the only thing popularized by the program. Many hit tunes that have swept the country received their first "airing"—at least for the New England area—over *Musical Parade.*

The "Beer Barrel Polka" was one such tune. Eddie heard it for the first time in a New York recording house as played by a foreign orchestra and was so impressed he persuaded the firm to let him have a copy. The record started a clamor for polkas in the city that is still going on and he includes one in each day's program.

Eddie Burke's "coming of age" over WSAR was celebrated by both the station and department store. The 21st anniversary broadcast brought floods of mail, some from adults who remembered hearing his program as children.

This daily repetition of the program at the same time year after year is credited by the McWhirr Co. with much of its success.

In a letter to WSAR, Mr. Thompson pointed out:

. . . For a while in the beginning the results of radio advertising were not positive but we were satisfied that it had definite institutional value.

However, as time went on it soon became apparent that the daily repetition of our program was producing real results and today we believe there is no doubt but that our noon hour program with its familiar theme song is a "Fall River institution."

For most of the 25 years we have had a member of our own organization prepare the program and do the broadcasting, not that WSAR could not have done it expertly and well, but to give it a personal touch.

We are thoroughly convinced that radio broadcasting to be most effective should be continuous and that the station doing the broadcasting must pursue a policy that creates the confidence in its listeners that the managers of the station are responsible and accurate.

At the eventful moment in the history of our company we wish to thank WSAR for its cooperation and the fine service it has given to one of its oldest patrons.

Mr. Burke, as Mr. Thompson points out in his letter, is still an employe of the McWhirr Co. He long since has been relieved of his responsibilities as head of the automotive department and his principal duties are preparation and management of the program. At other times, he serves as a floorman at the department store, where he keeps a close personal contact with friends made for the store and himself during 21 years on the air.

Availabilities Sought

RADIO and television were so successful in a one-month media test for Rayco Mfg. Co., manufacturers of auto seat covers, in New York and five other markets, that the firm is currently seeking time availabilities for a radio and TV campaign in 34 top major markets. Company has used *Front Page Detective* on the DuMont TV Network (Fri., 9:30-10 p.m.) and a radio spot schedule on WHDH Boston. Emil Mogul Co., New York, is the agency.

DOUBLE congratulations go to Earl C. Reineke (r), founder-president and general manager of WDAY Fargo, N. D., from Niles Trammell, NBC board chairman, for WDAY's 30th year on the air and for its record of top Hooperatings on NBC for 1950, 1951 and 1952.

MEDIA FREEDOM

Admen Must Fight—Fellows

ADVERTISERS must join with the nation's free media to block attempts to set up government controls over freedom of speech, Harold E. Fellows, NARTB president, told the Massena, N. Y., Chamber of Commerce last Monday.

"Are you, as advertisers, to be told what programs you can or cannot buy to promote the sale of your goods and services?" he asked. "Or are you to be told what you can or cannot say? Opposition to such proposals is not a selfish fight for the interest of our industry alone. It goes to the very basic freedoms of every citizen in America."

Mr. Fellows told the business men they "belong with us in this fight," through associations and through influence brought to bear personally on their Congressmen and Senators. He told advertisers they would be "investing not only in your own economic improvement, but in your freedom to seek such improvement."

In an address Tuesday to the Watertown, N. Y., Kiwanis Club, Mr. Fellows said "judgment, program tastes, preferences and economic decisions affecting broadcasting, under our American system, belong to the people—all of the people, and not to the government."

He issued a warning against those who would "place governmental halters on the inestimable power of radio and television."

Mr. Fellows said there are convincing arguments in favor of "boards of experts to decide for Mr. and Mrs. John Q. Public what they should and should not see and hear. In stating this, let me quickly add that I do not accept the counter theory that there should be a haven of security from justifiable criticism toward those of us who have programming responsibilities that reach into the very hearthsides of the country.

"Quite the contrary, it is my firm conviction that any whose stewardships over broadcast frequencies reflect continuing mediocrity and downright shabbiness are wantonly wasting their greatest economic resources—the support and confidence of the public."

WDAY CEREMONIES

Mark Start of 31st Year

WDAY Fargo, N. D., entered its 31st year last week following a weeklong 30th anniversary celebration climaxed by a WDAY managed and sponsored band festival in which 45 high school bands from three states participated.

An estimated 20,000 persons watched a two-mile two-hour parade, ending with a massed band concert under floodlights at the football stadium. Lt. Col. William F. Santelmann, director of the Marine Corps Band, directed the 45-band concert, which is to become an annual event.

Walter O'Keefe, comedy quizmaster of NBC's *Double or Nothing*, played to a packed house during the anniversary. The comedian directed the grand finale of the Phillips 66 *Talent Parade* broadcast.

Founder, president and general manager of WDAY is Earl C. Reineke. Other officers include Jack Dunn, station manager; Tom Barnes, sales manager; Ken Kennedy, program director, and Roy C. Pedersen, sales promotion manager.

Seven Who Make Up Program Study Group

(Continued from page 28)

ice in the armed forces in World War II. He returned to law practice in Austin, was a member of its City Council from 1946 to 1948 and served as mayor pro tem in 1947-48.

* * *

REP. JOSEPH P. O'HARA (R-MINN.)

TOP GOP member on the subcommittee, Rep. O'Hara is a veteran Congressman having served in the House more than 10 years. Of late, he has been in the news for his sponsorship of a bill to give the broadcaster the right to censor political candidates' talks on the airwaves. He has also expressed interest in the McFarland bill (S 658). As are the other six members of the subcommittee, Rep. O'Hara is of the legal profession. He was born in Tipton, Iowa, on Jan. 23, 1895, and received his legal education at Inns of Court in London and at Notre Dame U. where he was given his LL.B. degree. He served in World War I for 27 months. As a lawyer, Rep. O'Hara specialized in trial work and was county attorney at McLeod Co[unty] in Minnesota before elected to C[on]gress.

Rep. O'Hara

* * *

REP. J. EDGAR CHENOWE[TH] (R-COL.)

REP. CHENOWETH has se[rved] eight years in the House, [ter]m concurrent except for two years [of] the 81st Congress when he had [been] defeated for re-election. A former county judge for the Third Judicial District of Colorado, Rep. Chenoweth was chairman of the state's Republican Central Committee until nominated for Congress. He began his law practice in 1926 in Trinidad, Co[lo.] where he was born on Aug. [17] 1897. He was graduated from [the] U. of Colorado, worked for a ra[il]road, an oil company and a supp[ly] house, while studying law in [his] spare time. He was an assistant district attorney before becoming [a] judge. He is listed as a Baptist [in] the *Congressional Directory*.

Rep. Chenoweth

* * *

REP. HARMAR D. DENNY JR. (R-PA.)

BORN in Allegheny, Pa., on Ju[ly] 2, 1886, the great-grandson of [a] member of the House, Rep. Denny after obtaining his law degree fr[om] the U. of Pitt[s]burgh La[w] School, and ser[v]ing in both Wor[ld] War I and II, [as] a so-called "fres[h]man" member [of] the House. He [is] serving his fir[st] term. A bombe[r] pilot in the Firs[t] World War, Re[p.] Denny was in th[e] Air Corps in the Second World War and is a commissioned lieutenant colonel in the Air Force (retired). He is a member of Session, First Presbyterian Church of Pittsburgh. Early in his career, he was an attorney-at-law and investment counsellor. He was chairman of the Advisory Committee of Denny Properties.

Rep. Denny

CONVENTIONS

NBC Plans Programs; CBS Names Directors

THIRTY-SIX hours of special pre-convention programming are planned by the NBC networks, William R. McAndrew, director of NBC convention coverage, announced last week.

The public service programs, intended as a climax to NBC reports on primary elections and as a prelude to the actual conventions, will include profile reports of leading candidates, explanations of convention mechanics, and reviews of the party meetings in Philadelphia four years ago. The network plans a total of 60 hours of radio and television broadcasts during the conventions themselves, to be sponsored by the Philco Corp.

NBC installation of $1.5 million worth of equipment in the International Amphitheatre, site of both Republican and Democratic conclaves, is to be completed by July 3, four days before Republican delegates begin their meetings, Mr. McAndrew said. Democrats will convene July 21.

The network has obtained Polaroid land cameras, which deliver developed pictures within one minute, as a supplement to live and film TV coverage and has hired a complete photo laboratory to process the thousands of feet of motion picture films expected to be shot daily. A teletype communications system will link all NBC stations directly with the network's convention headquarters, where the director's office is also being equipped with radio and TV monitors to allow for checks on what other networks are broadcasting at a given moment.

CBS-TV network meanwhile announced that a total of five directors have been assigned, probably for the first time ever, to a single television job: convention coverage, to be sponsored on CBS-TV by Westinghouse Electric Corp.

"It'll take teamwork unprecedented in the history of television, smoother coordination than any show ever put on the air," Sig Mickelson, director of news and public affairs, said.

Instead of the usual four or five cameras assigned to a major TV program, the CBS-TV convention crew will work with a total of 17—often operating simultaneously. Four of the five directors will supervise groups of cameras, selecting the best scenes for transmission to the master control room where final selection of the one scene to be transmitted to the audience will be made by Don Hewitt, CBS-TV news veteran. Mr. Hewitt's current assignments include *See it Now*, *Douglas Edwards and the News* and *Presidential Timber*.

Franklin Schaffner, currently alternating director of *Studio O[ne]* will be assigned to cover eight [of] the cameras, those which will [be] operated as a pool by the various networks alternately. News directors Ted Marvel and Vince Walter had been designated as directors for six other cameras to be located in special CBS-TV studios, three each in the amphitheatre building and the CBS-TV headquarters in the Conrad Hilton Hotel. Byron Paul will direct the remaining three cameras.

Like bees take to honey

Baltimore merchants go for WITH the way bees go for honey. They love the quick, profitable results they get from this low-cost station. At low, *low* rates, WITH delivers a huge, responsive audience—more *buying* listeners-per-dollar than any other radio or TV station in town. And that means *low cost results!* And that's why *WITH carries the advertising of twice as many local folks as any other station in town!*

So take a tip from these smart advertisers. Put WITH on *your* schedule. WITH can produce low-cost results for *you*, too! Get the whole story from your Forjoe man today!

IN BALTIMORE **WITH**

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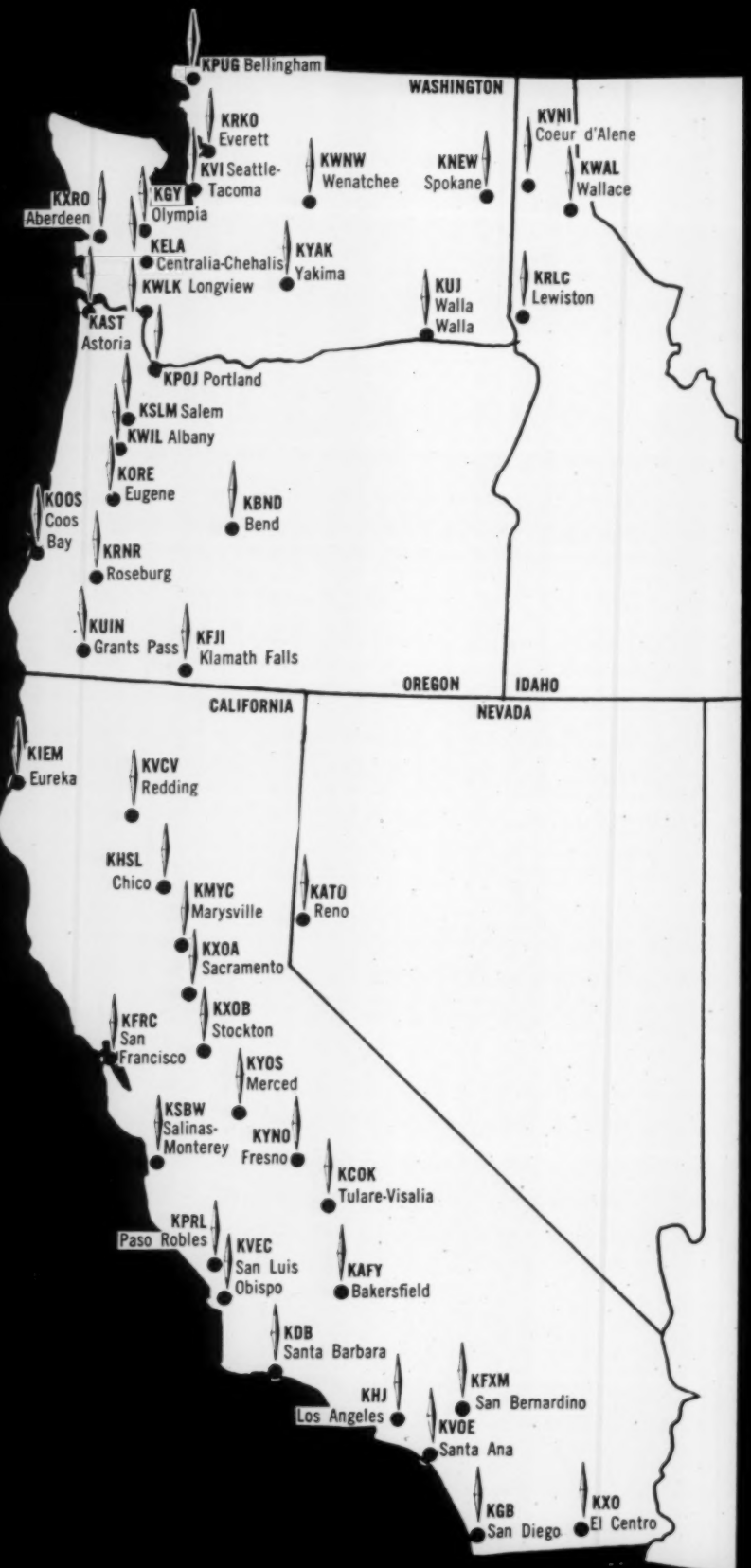

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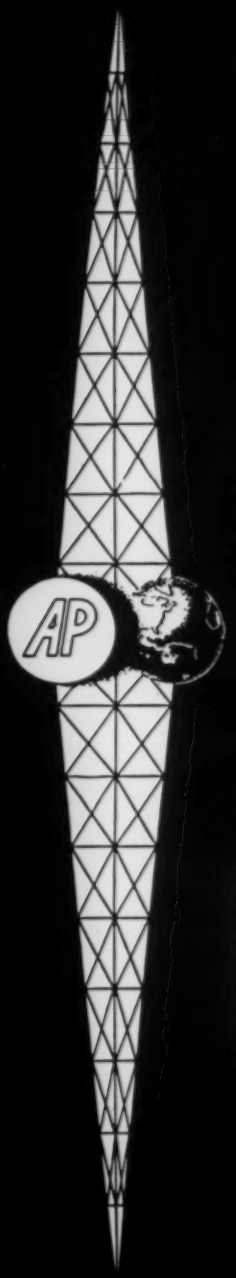

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CONELRAD PLAN *Discussed With N.Y. Radiomen*

TO EXTEND the effectiveness of the Conelrad air raid alert plan for radio, the U. S. is working with representatives of Canada and Cuba and also expects to come to an agreement with Mexico in the near future, FCC Comr. George E. Sterling told New York area broadcasters Wednesday.

At the same meeting, one of a series of regional sessions being held to discuss the Conelrad plan with broadcasters, Audio-Visual Director Jesse Butcher of the Federal Civil Defense Administration reported that meetings will be set up within a few weeks with all segments of the industry to discuss the handling of programming during Conelrad operations in an air emergency.

"There is devolved on FCDA the responsibility of programming during Conelrad operations," Mr. Butcher declared. "Now that most of the technical problems have been determined by the various government agencies involved, very shortly we shall consult with the broadcasting industry, NARTB, networks, local stations, and others identified with the medium" in order to get "their counsel and suggestions along with our people on just what this programming should be."

Comr. Sterling reported that the more than 1,200 radio stations currently enlisted in the plan have spent approximately $1.5 million on it. Both he and Mr. Butcher lauded the cooperation of broadcasters, Comr. Sterling asserting that without it "the plan would have been a dismal failure." Mr. Butcher re-emphasized that in event of air attack upon the U. S., "radio will be the major medium of communication in instantaneously and continually bringing information and instruction to the people of the nation."

Prevents 'Homing'

The Conelrad plan (technically, the control of electro-magnetic radiations) is designed to provide a means of emergency communication while at the same time keeping enemy planes from "homing" to targets on stations' signals. It provides that, upon signal from the air division commander, stations will switch frequency to either 640 or 1240 kc. They will operate in local "clusters," with the stations within each cluster alternating operations systematically, so that only one is broadcasting at a given time.

Comr. Sterling described the last nation-wide Conelrad test, conducted April 26, as "successful," providing good navigation deception and ground coverage but still leaving room for improvement [B•T, April 28].

Referring to negotiations with adjacent nations, he pointed out that "no plan of operation could be successful [in time of attack] without the participation of our neighboring countries," and added: "An exchange of notes has been made with Canada and Cuba and our staff is working in collaboration with their government representatives concerned. We expect to work out an agreement with Mexico shortly."

To those concerned about enemy use of non-broadcast sources of electro-magnetic radiation for target-finding, Comr. Sterling gave assurances that "counter-measures are being provided against all methods of electronic navigation."

He also said it was expected that the Conelrad plan — developed under FCC guidance at Air Force request—will be given final approval of the Secretary of Defense and the National Security Resources Board "within a few days." It already has been approved by the Air Defense Command and the Dept. of the Air Force.

The New York meeting, attended by some 75 radio and civil defense representatives, was preceded by a similar one in Philadelphia and was followed by a session in Boston Friday. A meeting for Maine broadcasters is slated today (Monday) at Portland. Comr. Sterling, a native of Maine, noted that broadcasters of that state have not yet enlisted in Conelrad and expressed hope that as many as possible would be on hand to discuss the importance of the plan and its mechanics.

FCC personnel accompanying him at the meetings included Radio Renton, who is serving as national supervisor for Conelrad's development, and Prose Walker, zone supervisor.

Comr. Sterling reported that FCC has a Conelrad coordination engineer in each air division—a total of 11—and a zone supervisor in each of the three air defense force areas.

CBS Radio Talks

(Continued from page 23)

affiliates, including some of those who signed last week's telegram, another radio network rate cut cannot be expected to solve anything and may succeed only in leading eventually to yet another cut, as would seem to have been the case with the reductions of last year.

"Where do you stop?" one prominent affiliate asked last week. "I don't think anybody has the answer."

This broadcaster also said the under-the-table business practice was present on the station level. He said he had refused to make concessions or deals below card rates, although competing stations in his community had done so.

He admitted that by sticking to his card he had "undoubtedly lost some business" but that overall he had kept far more than he lost. He saw no reason why this same practice could not be followed on a network basis.

Text of the telegram sent to all CBS Radio affiliates by the nine broadcasters follows:

The undersigned feel that the current network radio situation offers cause for grave concern. As affiliates of the leading radio network we believe that a meeting to acquaint all CBS affiliates with the current situation is desirable. Accordingly we have scheduled a meeting at the Ambassador Hotel, July first and second.

Please be prepared to devote at least two days of your time to this problem. We have invited CBS officials to be present during the second day of the meeting and have been informed by Herbert Akerberg [vice president in charge of station relations, CBS Radio] that a representative group, including Chairman of the CBS, William S. Paley, Frank Stanton and Adrian Murphy will attend.

In order to secure room reservations for you at the Ambassador or elsewhere if desired, must have your acceptance immediately. We urge your attendance in your own best interests and we request you wire acceptance in care of George B. Storer, Storer Broadcasting Co., 488 Madison Ave., New York City.

'BLACKLISTING' *KOWL Files Reply To ACLU*

KOWL Santa Monica, Calif., told FCC last week it stood on solid ground in cancelling the program contract of Rev. Clayton Russell in October 1950 because of his alleged associations with Communists. The station made its contention in a reply to the "blacklisting" complaint of the American Civil Liberties Union which also had cited WPIX(TV) New York and NBC, ABC, DuMont and CBS [B•T, April 14].

Arthur H. Croghan, KOWL president and manager, informed FCC:

We will not permit Communists or persons who are sympathetically identified with Communists or Communistic organizations to use the facilities of Station KOWL and we shall do everything in our power to prevent any Communistic utterances over the station.

We believe this to be good Americanism and we do not believe that the Commission or any other agency of our government will rule otherwise.

If we be wrong it will, of course, be up to us to determine whether we want to subvert our ideals or discontinue the broadcasting business.

ACLU's petition requested the Commission to conduct a general investigation into blacklisting in radio and television, as charged in a newly published book by ACLU board member Merle Miller titled *The Judges and the Judged.* The organization requested the Commission to consider adopting rules to ban the practice.

ACLU specifically asked FCC not to renew the licenses of the defendants until they take an oth against discrimination because of actual or alleged associations or beliefs, past or present, and agree to insert a similar no-blacklist clause in contracts dealing with programs prepared by advertisers or agencies.

ACLU contended the blacklisting practice stemmed from listing of names in the anti-communist publications *Red Channels* and *Counterattack.*

Filed by the Washington law office of Eliot C. Lovett, KOWL's reply explained that Rev. Russell's contract, made in May 1949, contained a provision which reserved to KOWL the right to reject or cancel "any and all contracts with Advertiser, or refuse to broadcast any part of or all of any programs which do not, in the opinion of the Broadcaster, maintain a quality and character creditable alike to the Broadcaster and Advertiser. . . ." This provision is contained in all KOWL contracts, the reply noted.

The reply explained that in a newspaper story concerning the termination of the contract, a station employe was quoted to the effect that Rev. Russell's program was stopped because his name was found "in several lists of persons supposed to be friendly with Communism" but "we have watched his speeches closely and he has never uttered a word that could be objected to and we do not think he is a Communist."

KOWL explained that because of this quotation, it was sued for libel by Rev. Russell in May 1951 but the case was dismissed and never refiled. The suit for $100,000 damages, KOWL said, was "predicted upon the erroneous supposition that KOWL is a common carrier."

In his conclusion, however, Mr. Croghan told the Commission:

If we had had any knowledge of Rev. Russell's Communistic associations when he approached us for time on KOWL we would certainly have refused to sell to him. Not until the late summer of 1950 did we become suspicious. Paul R. Snider, our Program Director, reported that he listened to several of Rev. Russell's Sunday programs when he was in the control room, that Rev. Russell made no attempt to preach but endeavored primarily to arouse Negroes to action; that, shortly after Paul Robeson had been cited by a Congressional Committee for un-American activities, Rev. Russell devoted his program time to extolling the virtues of Robeson, stating that he represented the colored people and that if he were persecuted all Negroes would be persecuted.

When a rally was held in Los Angeles for Paul Robeson Rev. Russell appeared on the platform and it is common knowledge that he was active in making Robeson's appearance possible. Of course, Paul Robeson is an acknowledged Communist.

Then I found Rev. Russell's name in "Red Channels." Thereupon I checked three different sources, one of which was the Sheriff's office of Los Angeles County, which had a large file on Rev. Russell that clearly showed that he was closely identified with Communistic organizations. Another source, namely, Senator Jack B. Tenney, of the California Legislature, had a file that also showed that Rev. Russell consistently followed the Communist Party Line. (See the Senate Committee's report for 1948, pp. 183, 215, 252, and 375.) Similar information was disclosed in the files of "Alert," which is a weekly report published in Los Angeles on Communism.

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Even though you can't BUY experience, you can HIRE it and it pays dividends.

Radio Tax Relief

(Continued from page 23)

tion. If he lost money in days of pioneering in the new field, he was more than likely the money-maker starting in 1950. The differences between 1950 and 1951 to the base period of 1947-1949 in earnings were great enough to make a comparative difference in the amount of money he would have had to pay Uncle Sam.

Subsequently, a relief provision was written into the Excess Profits Law in the 82d Congress. It was hailed as a victory for the industry [B•T, Oct. 15, 1951]. By the same token, the Miller bill could prove a variable windfall for the licensee who owns radio along with other businesses.

The bill was introduced with nary a murmur last Monday. Just how much chance the bill would have this session of Congress was doubtful. Lawmakers are not willing to change the tax law this year. In any event, Rep. Miller could be expected to re-introduce the measure early next year.

It adds a subsection (e) to Sec. 459 (which contains the TV relief section) of the Internal Revenue Code. It reads as follows:

"(e) RADIO BROADCASTING COMPANIES.—

"(1) In the case of a taxpayer, engaged in the business of radio broadcasting throughout a period beginning during, but not prior to, the 36-month period ending on the last day of its base period, and ending with the close of the taxable year, and not engaged in the business of television broadcasting prior to January 1, 1951, the taxpayer's average base period net income computed under this subsection shall be computed as follows:

"(A) If the taxpayer was engaged during its base period in any business or businesses other than radio broadcasting, by computing the average base period net income under section 435 (d) for such other business or businesses (determined without regard to income deductions, losses, or other items attributable to the radio broadcasting business).

"(B) By multiplying such part of its total assets (as defined in section 442 (f)), for the last day of its base period as was attributable to the radio broadcasting business by the base period rate of return determined under section 447 (c) for the industry classification which includes radio broadcasting. The amount so computed shall be reduced by an amount equal to such portion of the total interest paid or incurred by the taxpayer for the period of 12 months following the close of its base period, as is attributable to its radio broadcasting business.

"(C) By adding the amount computed under subparagraph (B) to the amount, if any, computed under subparagraph (A).

"(2) RULES FOR APPLICATION OF SUBSECTION.—

"(A) For the purpose of section 435 (a) (1) (B), an average base period net income determined under this subsection shall be considered an average base period net income determined under section 435 (d); but in computing the base period capital addition under section 435 (f), the computations under such section shall be adjusted, under regulations prescribed by the Secretary, so as to exclude therefrom items attributable to the radio broadcasting business.

"(B) If any part of the total assets referred to in paragraph (1) (B) were acquired, directly or indirectly, through the use of assets attributable at any time during the base period to a business of the taxpayer other than radio broadcasting, the amount determined under paragraph 2 (A) shall be properly adjusted by eliminating from the excess profits net income (computed for the purpose of paragraph 2 (A)) for each month prior to such acquisition, such portion thereof as is attributable to the assets used, directly or indirectly, for such acquisition. For the purpose of this subparagraph, the excess profits net income for any month shall be attributed to such assets on the basis of the ratio, as of the beginning of the day of the acquisition, of such assets to total assets (as defined in section 442 (f)) determined without regard to assets attributable to the radio broadcasting business.

"(C) The Secretary shall by regulations prescribe rules for the application of this subsection, including rules for the computation of the taxpayer's net capital addition or reduction.

"(3) APPLICATION OF PART II.—

"The Secretary shall prescribe regulations for the application of part II for the purpose of this subsection in the case of an acquiring corporation or a component corporation in a transaction described in section 461 (a) which occurred prior to the close of the base period of the acquiring corporation and the respective component corporations."

SEC. 2. TECHNICAL AMENDMENT.—Subsection (e) of section 459 is hereby designated as subsection (f).

SEC. 3. EFFECTIVE DATE.—The amendments made by this Act shall be applicable with respect to taxable years ending after June 30, 1950.

NEWLY-ELECTED officers of the Indiana Radio Newsmen at their meeting May 23 coincident with Indiana Broadcasters Assn. sessions, at WIRE Indianapolis are (l to r) Phil Haines, WTRC Elkhart, 1st vice president; Ruth Dunagin, WFIU Bloomington, treasurer and editor of the IRN Bulletin; Howard Stevens, WBOW Terre Haute, president, and Spencer Danes, WKBV Richmond, secretary.

WIVI Starts

WIVI Christiansted, St. Croix, Virgin Islands, began operations at 6:30 a.m. May 15. WIVI has appointed Pan American Broadcasting Co. as its exclusive international representative. Operating with 250 w on 1310 kc, station is under supervision of General Manager Edward M. Vickers, who also serves as technical supervisor.

upcoming

June 2: BAB Sales Clinic, Portland, Me.

June 3-5: Public hearings on House Commerce subcommittee investigation of "immoral" radio and television programs, 10 a.m., Room 1334, New House Office Bldg., Washington.

June 4: BAB Sales Clinic, Boston.

June 5: BAB Sales Clinic, Providence.

June 5-6: Kentucky Broadcasters Assn. semi-annual meeting, Seelbach Hotel, Louisville.

June 5-6: NARTB TV Code Review Board, NARTB hdqrs., Washington.

June 6: BAB Sales Clinic, Hartford.

June 8-11: Adv. Federation of America 48th Annual Convention and Exhibit, Waldorf-Astoria Hotel, New York.

June 9-10: NARTB TV Board, The Homestead, Hot Springs, Va.

June 12-13: NARTB Radio Board, NARTB hdqrs., Washington.

June 16: BAB Sales Clinic, Philadelphia.

June 16-17: American Marketing Assn., conference, Netherland Plaza Hotel, Cincinnati.

June 16-17: National Assn. Radio Farm Directors, spring meeting, Raleigh Hotel, Washington.

June 16-19: National Advertising Agency Network, annual management conference, Skytop Lodge, Skytop, Pa.

June 18: BAB Sales Clinic, Baltimore.

June 18-20: FTC hearing on proposed radio-TV trade practice rules, Federal rules, Federal Trade Commission Bldg., 6th & Pennsylvania Ave., N. W., Washington.

June 19: BAB Sales Clinic, Washington.

June 19-20: North Carolina Assn. of Broadcasters convention, Nag's Head, N. C.

June 20: BAB Sales Clinic, Richmond, Va.

June 20-21: Communications Institute, Bowling Green State U., Bowling Green, Ohio.

June 22-26: Advertising Assn. of the West, annual convention, Olympic Hotel, Seattle.

June 29-July 2: National Industrial Advertisers Assn., annual conference, Palmer House, Chicago.

June 30: BAB Sales Clinic, Syracuse.

July 1: BAB Sales Clinic, Buffalo

July 1: FCC to commence TV application processing.

July 3: BAB Sales Clinic, Pittsburgh.

July 7: Republican National Convention, International Amphitheatre, Chicago.

July 14: BAB Sales Clinic, Detroit.

July 16: BAB Sales Clinic, Cleveland.

July 18: BAB Sales Clinic, Indianapolis.

July 21: BAB Sales Clinic, Chicago.

July 21: Democratic National Convention, International Amphitheatre, Chicago.

July 23: BAB Sales Clinic, Milwaukee

July 25: BAB Sales Clinic, Minneapolis

July 28: BAB Sales Clinic, Denver.

July 30: BAB Sales Clinic, Salt Lake City.

Aug. 15: BAB Sales Clinic, Dallas.

Aug. 18: BAB Sales Clinic, San Antonio

Aug. 20: BAB Sales Clinic, Houston.

Aug. 22: BAB Sales Clinic, New Orleans

Aug. 24-25: Arkansas Broadcasters Assn. meeting and sales clinic, Marion Hotel, Little Rock.

Aug. 25: BAB Sales Clinic, Miami.

Aug. 27: BAB Sales Clinic, Winston-Salem.

Sept. 8: BAB Sales Clinic, Cincinnati.

Sept. 10: BAB Sales Clinic, Louisville.

Sept. 12: BAB Sales Clinic, Nashville.

Sept. 15: BAB Sales Clinic, Little Rock.

Sept. 17: BAB Sales Clinic, Birmingham.

Sept. 19: BAB Sales Clinic, Atlanta.

Sept. 20: IRE conference, Iowa section, Roosevelt Hotel, Cedar Rapids.

Sept. 28-Oct. 1: Assn. of National Advertisers fall meeting, Hotel Plaza, New York.

Sept. 29-Oct. 1: National Electronics Conference, eighth annual conference, Sherman Hotel, Chicago.

WSB LIMITS

Opined by NARTB's Doherty

WAGE Stabilization Board should devote its functions only to employe relations "which bear upon the inflationary picture, and its regulations and decisions should require prior approval of the nation's Economic Stabilizer.

These opinions were offered to the House Education and Labor Committee in Washington last Wednesday by Richard P. Doherty, industry member of the WSB and NARTB Employe-Employer Relations director. The committee held hearings on a resolution (H Res. 532) authorizing a probe of WSB policies as an outgrowth of the steel wage dispute.

"A further pressure of rising labor costs has the grave potential danger of generating a very real recession in business activity," Mr. Doherty warned, in reviewing board practices. He charged that WSB had been evaluated without regard to the "real and far-reaching impact . . . upon collective bargaining procedures of the nation," of which, he said, the board is the "architect."

Mr. Doherty personally felt that wage stabilization should be consigned to "the deep freezer" or, failing that, be subject to scrutiny of a congressional "watchdog" committee. In any event, it should be deprived of "autonomous rights to act in the area of national stabilization designed for the good of all the people. . . ."

As an example, Mr. Doherty noted that WSB rules and regulations are universally accepted by unions and workers as "indicating minimum available floors." Union security does not fall within the board's bailiwick, he added.

Wages of radio-TV and other industries are subject to board jurisdiction under current economic controls legislation.

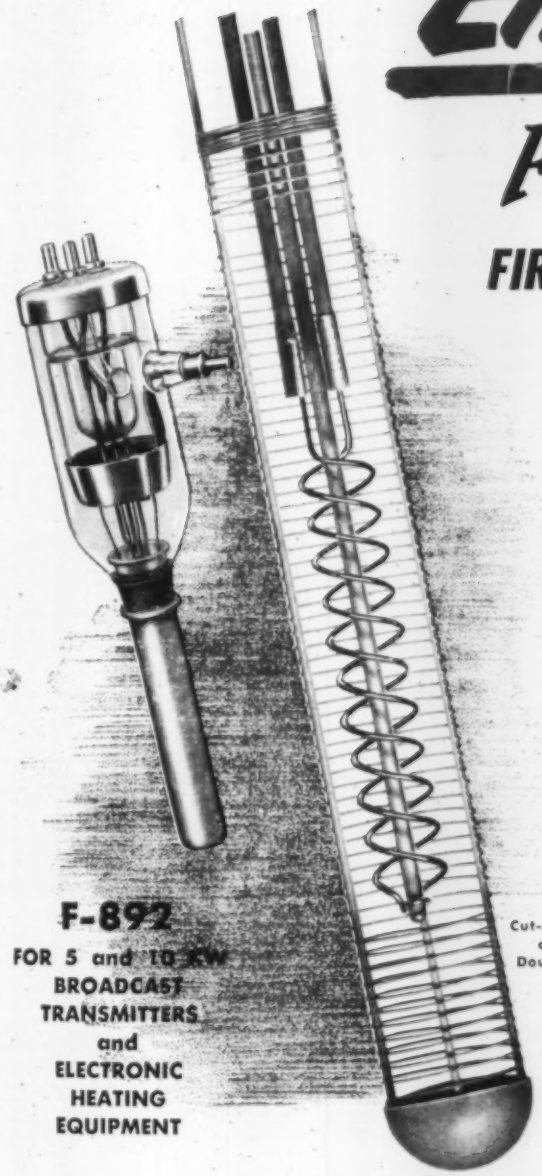
NOW... Filament-to-Grid Shorts *Eliminated!*

Federal's F-892

FIRST with the new, proved design

Double Helical Filament

- ***Does away with BOWING!***
- ***Greatly increases tube LIFE!***



F-892
FOR 5 and 10 KW BROADCAST TRANSMITTERS and ELECTRONIC HEATING EQUIPMENT

Cut-away View of Federal's Double Helical Filament

ANOTHER important Federal *"First"* is the new Double Helical Filament—for Federal's re-designed F-892!

The design has been completely checked and subjected to numerous filament cycling tests equivalent to two years' operation in normal broadcast equipment.

One tube filament was cycled 1500 times—1000 times with the starting current *twice* rated, and 500 times with the starting current *four* times rated—*without movement or distortion!*

Wound through 360° for mechanical stability and carrying opposing electrical fields which provide improved electrical stability, the F-892's Double Helical Filament definitely eliminates *bowing*—one of the primary causes of filament-to-grid shorts. For proof, all F-892's now in the field are still in service!

For full information on Federal's sturdier, longer-life, more dependable F-892, write to Vacuum Tube Division, Dept. K-568.

"Federal always has made better tubes"

FEDERAL TELECOMMUNICATION LABORATORIES, Nutley, N. J. . . . . a unit of IT&T's world-wide research and engineering organization.

Federal Telephone and Radio Corporation

100 KINGSLAND ROAD, CLIFTON, NEW JERSEY

In Canada: Federal Electric Manufacturing Company, Ltd., Montreal, P. Q.
Export Distributors: International Standard Electric Corp., 67 Broad St., N.Y.

FEDERAL TELEPHONE & RADIO — FTR — An IT&T Associate

BARTON A. STEBBINS (seated) of Los Angeles agency bearing his name, renews Signal Oil Co. sponsorship of *The Whistler* on 21 CBS Pacific and Mountain stations. Standing (l to r): H. K. Carpenter, network acct. exec.; William Shaw, CPN mgr.; Edwin W. Buckalew, CPN asst. gen. mgr. for sls.

SMILING after sponsorship renewal are (l to r) Ralph M. Barker, star of WCOP Boston's *The Old Salt;* Ed Shea, media dir., James Thomas Chirurg Co., Rudy Bruce, adv. mgr., New England Coke Co.

MORRY AXELROD, mdse. dir., Thrifty Drug Stores, signs for $75,000 spot campaign on KLAC Hollywood. Standing (l to r): Don Breyer, exec. v. p., Factor-Breyer, L. A., and Larry Buskett, KLAC sls. mgr.

W. A. AVERY (seated) of W. T. Grant Co., signs for KXYZ Houston's *Bill Roberts' Town Crier of the Air.* Standing (l to r): Bill Roberts, prog. star; Ted Hills, KXYZ mgr., Fred Presley, Grant adv. mgr.

LLOYD FRIEND, exec. dir., Mid-South Milk Producers Assn., arranges for *Dugout Dope* and baseball scorecast over WHBQ Memphis. Frank Willis, WHBQ acct. exec., witnesses signing.

COMPLETING Cleveland transfer of *Ohio Story* to WGAR are (seated, l to r) Nelson Olmstead, prog. narrator, and L. L. Evert, asst. to v. p., Ohio Bell Telephone Co., sponsor; standing (l to r): Mannie Eisner, WGAR sls. rep.; Bob Dailey, McCann-Erickson acct. exec., and John B. Garfield, WGAR sls. mgr.

'SEIZURE POWER' McCarran Moves to Test Truman Claim

A CONGRESSIONAL move to test President Truman's contention that he has "inherent power" to seize private property—both disclaimed and reiterated since mid-April by the Chief Executive—was gathering steam on Capitol Hill last week.

It was plain that, while the Supreme Court had not yet announced its decision in the steel seizure case, some members of both the Senate and House were disturbed over the far-reaching implications of Mr. Truman's statements.

The basic underlying issue since the seizure threat was first raised by Mr. Truman at his April 17 news conference is whether the President may, under certain circumstances, seize radio-TV, press and other private property under the Constitution.

To crystalize the controversy, Sen. Pat McCarran (D-Nev.), chairman of the powerful Senate Judiciary Committee, last Monday introduced a resolution (S J Res 158) which would specifically prohibit such seizure by Constitutional amendment.

Extent of Proposal

The McCarran proposal, which was referred to his own committee, would amend the Constitution to provide that "the executive power of the United States shall not be construed to extend at any time to any taking of private property other than in a manner prescribed by law."

Committee authorities acknowledged that this would embrace all "private property" including radio, television and press industries of communications not falling within the realm of public utilities.

Sen. McCarran, in stating his proposal, explained:

> The purpose . . . is to eliminate not only all doubt, if doubt there be, but also all argument over the question of whether the President has any right, inherent or otherwise, to seize an industry, or any other private property, when he has not been authorized to do so by a law passed by the Congress.

Sen. McCarran said no question could arise as to inherent powers if his amendment were adopted by two-thirds of the Senate and House and ratified by the legislatures of three-fourths of the states. He said he is hopeful for committee action in "the near future" and that he would strive for Senate consideration "at the earliest possible date."

The Nevada Democrat explained there is need beyond the present steel case for a "desirable safeguard at any time, for it can never be foretold whether some future President might not be or become despotically inclined, power mad, careless of individual liberties, contemptuous of the Constitution, excessively military minded or otherwise inclined to the usurpation of power."

In the immediate instance, it would be "clearly necessary" if the Supreme Court rules in favor of the steel industry seizure, he added. Government could seize industries in labor disputes only if Congress gave power by law.

Sen. McCarran felt his resolution would not bind the President's exercise of powers in a given emergency but would prohibit him from seizing industry *per se*—"at any time"—without statutory authority.

The question of seizure is perhaps less academic for newspaper publishers as quasi-public institutions than for radio-TV station owners licensed within the structure of the Communications Act. But again, fear has been raised that the President could seize stations short of a war-type emergency—viz., in a labor dispute or under other conditions.

The question with respect to radio-press seizure initially was raised last April by Col. J. Hale Steinman, co-publisher of the Steinman newspapers (which own radio-TV properties). Mr. Truman said that under certain circumstances the President must act in the best interest of the country. On April 24, he denounced as so much hooey any idea as to whether he could seize stations and newspapers. But again, at his May 22 news conference, he said he felt he had inherent power of seizure over industry.

Provisions for Seizure Cited

Radio and TV stations under Sec. 606 (c) of the Act are subject to seizure upon Presidential proclamation "that there exists war or threat of war, or a state of public peril or disaster or other national emergency, or in order to preserve the neutrality of the United States."

The Communications Act was revised last October and implemented with an Executive Order in December. Seizure is spelled in the provision to authorize "use or control" of any station by a government agency.

What is not generally known is that a disclaimer of inherent powers was attached to the Emergency War Powers Act as first extended last April to June 1 and again last week to June 15. Sense of the original rider is that nothing in the act shall be construed as providing authorization for seizure of private property—strictly aside from the Constitutional question.

Both the Senate and House Judiciary Committees rejected more definitive initial proposals along that line and sent the legislation (S J Res 156) to the White House to meet the June 1 expiration deadline. Intent to consider this proviso in a Constitutional light is promised before the Act is extended again beyond June 15.

Speaking of Brand New!

Photo by Loulen Studio for The Haloid Company.
Taken at Fairport Hatcheries, N. Y.

Here Are the NEW SHURE Hi-Fidelity Slender "300" Series Bi-Directional Gradient[1] Microphones!

Here are the finest of all the "slender" microphones yet produced. They combine the best features of conventional velocity microphones with an advanced acoustic design. Here, indeed, are high-fidelity microphones which deserve superlative descriptions because of their outstanding performance and remarkable ruggedness.

The "300" Series are multi-impedance velocity microphones of such a high order that they belong in a class by themselves! They provide a Bi-Directional pickup pattern—permitting greater performer freedom (performers can stand at a 73% greater distance from the microphone!). The "300" and "315" will pick up voice and music from front and back—yet discriminate against unwanted noises from the sides. They reduce reverberation and pick-up of distracting random noises by 66%!

The Model "300" is a miniature high-fidelity Gradient[1] Microphone with exceptionally smooth peak-free response—40 to 15,000 c.p.s.—specially designed to meet the exacting requirements of TV and radio broadcasting. Its Bi-Directional Polar pattern is effective over a broad frequency range.

Model "315" General Purpose is similar in size, design and technical features to the Model "300," and is finished in a rich, soft chrome. It is ideal for those numerous public address applications where its streamlined design and striking beauty lend dignity and prestige to any setting in which it is used. Its Bi-Directional pickup pattern is extensive over a broad frequency range (50 to 12,000 c.p.s.). It permits the sound system to be operated at a level almost 6 db higher than is possible with non-directional (omni-directional) microphones!

IMPEDANCE TABLE	OUTPUT LEVEL
L—35-50 ohms	58.7 db below 1 Milliwatt per 10 microbar signal
M—150-250 ohms	59.5 db below 1 Milliwatt per 10 microbar signal
H—High	57.0 db below 1 volt per microbar

MODEL	CABLE	CODE	LIST PRICE
"300"	20 ft.	RUDOW	$125.00
"315"	20 ft.	RUDOX	$ 75.00

Shure Patents Pending

SHURE BROTHERS, Inc. ☆ Manufacturers of Microphones and Acoustic Devices
225 West Huron Street, Chicago 10, Illinois • Cable Address: SHUREMICRO

And now the HPL is in t

June 2: CBS Radio's big 50,000-watt affiliate in Charlotte, WBT, becomes the twelfth station to broadcast locally the most sales-effective participating program in all broadcasting—The Housewives' Protective League.

Starting today, WBT (which has a greater audience in Charlotte than all other stations combined and virtually no competition from other Charlotte stations throughout the rest of its 62-county-unit area) carries the daily HPL programs throughout a sales territory where 562,860 well-to-do radio families live and listen... and where last year retail sales added up to a walloping $1,712,165,000!

Now, with the addition of WBT, you can buy The Housewives' Protective League on twelve big stations (each of which has the largest average audience in its area), or on any one or any combination of these stations. All together, they cover 16,351,650 radio homes (38.8% of the nation's total), and $60,480,583,000 worth of retail sales (40% of the nation's total).

Ironclad proof of the HPL's ability to sell *your* product lies in the partial list of advertisers (right) who have used the HPL in recent months. Their success is the reason the HPL is known far and wide as "*the program that sponsors the product—the most sales-effective participating program in all broadcasting.*"

For information about the HPL, call the stations, their national representatives or...

THE HOUSEWIVES' PROTECTIVE LEAGUE

485 Madison Ave., N.Y. (Plaza 5-2000)—Columbia Square, Los Angeles (Hollywood 9-1212)

Sources: Sales Management, May 1952; BMB, 50-100% daytime audience area; Pulse of Charlotte

in the Carolinas ...on WBT!

The HPL Markets:

BOSTON 5,000-watt WEEI	**PHILADELPHIA** 50,000-watt WCAU
CHARLOTTE 50,000-watt WBT	**RICHMOND** 50,000-watt WRVA
CHICAGO 50,000-watt WBBM*	**ST. LOUIS** 50,000-watt KMOX
LOS ANGELES 50,000-watt KNX	**SAN FRANCISCO** 50,000-watt KCBS
MINNEAPOLIS 50,000-watt WCCO	**SEATTLE** 50,000-watt KIRO
NEW YORK 50,000-watt WCBS	**WASHINGTON** 50,000-watt WTOP

All stations are represented by CBS Radio Spot Sales except KIRO, which is represented by Free & Peters Inc. *The Paul Gibson Show

AMONG THE ADVERTISERS WHO HAVE USED THE HPL IN RECENT MONTHS:

Admiracion Shampoo
Allstate Insurance Co.
Allied Molasses Co., Inc.
Al Sweet Margarine
American Chicle Co.
American Safety Razor Corp.
American Security & Trust Co.
Asbeston Ironing Board Covers
Avco Manufacturing Corp.
B in B Mushrooms
B & M Baked Beans
Bamby Bread
Birds Eye
Blue Coal
Bon Ami
Bondgards Creamery
The Borden Company
Bosco
Boston Globe
Brick's Social Club Mince Meat
Briggs & Co. Frankfurters
Brisk
Capitol Frito Co. Corn Chips
Centennial Flour
Cheer
College Inn Food Products Co.
Country Squire Turkeys
Dennison's Chili and Catsup
Diet Delight
Dining Car Coffee
Dodge Division, Chrysler Corp.
Doehla Greeting Cards, Inc.
Doeskin Tissues
Downyflake Waffles
Drano
Dromedary Mixes
Early California Olives
Economy Cup Coffee
Embassy Dairy
Empire Crafts Silver Plan
Fels & Company
First Federal Savings & Loan
Fleischmann's Yeast
Florida Citrus
Ford Motor Co.
Franilla Ice Cream
G. Washington Coffee
Galbraith's Lumber
Gaymont Lab. Yogurt
General Electric Co., Lamps
Gibbs & Company
Gill's Hotel Special Coffee
I. J. Grass Noodle Co., Inc.
Griffin Shoe Polish
H-O Oats
Habitant Soup Co.
Handi Food Products Co.
Hellmann's Mayonnaise
Henacres Poultry Farm
Hillman Minx
Hills Bros. Coffee
Hires Root Beer
Holiday Brands Soluble Coffee
Holiday Magazine
Home-Style Frozen Waffles
Hood Rubber Company
Hood's Milk Co.
Hot Shoppes
Hoyt Brothers Pie Mixes
International Harvester Co.
Iodent Tooth Paste
Interwoven Stocking Co.
Jelke's Good Luck Margarine
Jerman Brothers, Inc.
Herb Jones Scouring Cloth
Joy Hosiery Mills
Juice Industries
Ken-L-Products Dog Food
Kenu
Kiplinger Letter
Krey Packing Co.
La Choy
La France
Ladies' Home Journal
Lava Soap
Libby, McNeill & Libby
Lion Brand Paints
Lite Soap
Look Magazine
Lyon Van & Storage Co.
Marcel Paper Mills, Inc.
Frank Mann Potato Chips
McCrory's Stores, Inc.
Metropolitan Federal Savings
Metropolitan Poultry Co.
Milani Foods Salad Dressings
Milnot
National Biscuit Co.
Nestea
Nucoa
O-Cel-O Sponges
Olson Rug Co.
Ottenberg's Bakers
Pal Orangeade
Pepsi-Cola
Pequot Mills
Peter Paul, Inc.
Pevely Dairy Products
Philadelphia Dairy Products
Pioneer Laundry
Plymouth Rock Gelatine
Rayex
Realemon
Red Devil Soot Remover
Reddi-Wip
Rockingham Poultry Co.
Sandwick's Candies
Sanitary Rug Co.
Scribbans-Kemp Biscuits
Sears Roebuck & Co.
Seaside Lima Beans
Seven-Up
F. H. Snow Canning Co., Inc.
So Good Potato Chip Co.
Sofskin Creme
Spandy
Stokely-Van Camp, Inc.
Sunkist Lemons
Sure-Jel
Swans Down Flour
Sweetheart Soap
Swift & Company
Teddy's Sea Food
Tide
Tip-Top Bread
Tip Top Orange Juice
Toucans Juices
Trend Detergent
U. S. School of Music
Universal Trading Children's Records
Vess Beverages
Washington Flour
Washington State Apple Advertising Commission
Washington State Fruit Commission
Western Beet Sugar Producers
Whirlpool Washers
White Star Tuna
Whiting's Milk
Wilbert's Wax
Wilkins Coffee
Wilson's Evaporated Milk
Windex
Woodward & Lothrop
Youngstown Kitchens
Yuban Coffee
Zenith Hearing Aids

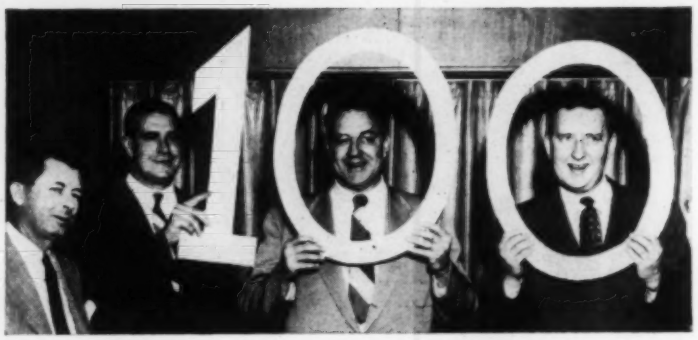
DEFENSE ORDERS

Rep. Brown Hits Policy

CURRENT military procurement policy of channeling defense contracts to key industries on the basis of local employment needs rather than lowest bids drew Congressional censure May 22.

Rep. Paul Brown (D-Ga.) served notice that members of the southern bloc in Congress would wreck economic controls legislation if necessary to forestall the practice in the apparel industry. Other industries were not mentioned, but the practice has been followed in electronics and elsewhere by military authorities since former Defense Mobilizer Charles E. Wilson first announced it last year.

Congressman Brown and others protested on grounds southern industries would suffer because of the procurement policy.



WCCO Minneapolis-St. Paul aired its 100th remote broadcast from Lewisville, Minn., 115 miles from its studios. Show, *Our Own Bob*, originated in Our Own Hardware store. Happy to have overcome engineering headaches of the long remote are (l to r) Steve P. Duffy, president-general manager, Our Own Hardware Co.; Phil Lewis, WCCO assistant sales manager; Bob DeHaven, star of show, and Art Lund, radio-TV vice president, Campbell-Mithun Adv.

Advertisement

Printers' Ink Puts "Spotlight" on Spots

Our June 27th issue will carry a major editorial report, telling why "Spots" are so productive -- and how to use them.

Now, because Spot Radio is commanding increased attention by advertisers and agencies, AND is being used by thousands of local advertisers, our editors traveled far and wide interviewing advertisers throughout the country to obtain the material used.

Actual case histories that show how Spot Radio is now helping to sell coffee, tractor brakes, shirts, beer, varnish, sewing lessons, fly killers, beans and a host of other products and services, are included in this up to the minute report.

Some of the "Spot" features of this article give you the facts on—The Growth of National Spot Radio Volume, Why National Advertisers are using Spot Radio, Different Types of National Spot Radio, How Spot Radio Fits Into the Complete Advertising Program, and Sales and Advertising Programs That Spot Solves Best.

This is an issue that should carry the story of your market and your station, because of our total audience of 23,309 readers, more than two-thirds are buyers of advertising—Sales managers, regional managers, advertising managers, and top management who give the final O.K. to agency executives who buy literally thousands of Spot Radio Programs in all parts of the country.

Bob Kenyon

Closing date for this issue is June 17, so please wire, write or phone us your reservation today.

	Rates	Width	Depth
Two-page spread	$1,040	15"	10"
Full page	520	7	10
Two-thirds page	365	4⅝	10
One-half page	275	4⅝	7½
One-third page	185	2¼	10
One-sixth page	95	2¼	4⅞

(Standard Colors: $125 per color extra)

Contract advertisers receive the benefit of frequency discounts, of course.

The dates again: Closing date—June 17; publication date—June 27.

ROBERT E. KENYON, JR.
Advertising, Director

Printers' Ink · 205 East 42nd Street, New York 17, N. Y.
Chicago • Pasadena • Atlanta • Boston • London

FTC RULES TALK

Appliance Groups to Meet

REPRESENTATIVES of major radio-TV appliance trade groups are expected to attend a three-day conference June 18-20 tentatively set by the Federal Trade Commission for discussion of trade practice rules proposed by the special All-Industry Committee [B•T, May 12].

Among organizations expected to send representatives are the National Electronics Distributors Assn., National Television Dealers Assn., National Assn. of Cathode Ray Tube Mfrs., and National Appliance & Radio Dealers Assn. Officials of Radio-Television Mfrs. Assn. and individual firms also will attend.

The commission has set aside three days, rather than one, with the hope industry segments can agree on radio-TV trade practice rules drafted by the committee. Paul Butz, FTC Trade Practice Bureau chairman, will preside.

FTC then will prepare a final draft and set a hearing at which any group may appeal the final rules. FTC authorities held out the possibility rules may be adopted by this fall or early 1953. The rules would extend radio practices to television, with certain modifications.

Brightman Named

SAMUEL C. BRIGHTMAN, former newspaper correspondent and radio newsman, has been named publicity director for the Democratic National Committee. Appointment of Mr. Brightman, who has been serving as acting publicity director since the resignation of Charles Van Devander last month, was announced last Tuesday by National Chairman Frank E. McKinney. Mr. Brightman formerly was Washington correspondent for the Louisville *Courier-Journal* (WHAS-AM-TV) and also was on the news staff of KSD St. Louis, the St. Louis *Star-Times* and the Cincinnati *Post*.

CBC APPROVALS

Board of Governors Issues

FOURTEEN Canadian stations were recommended for stock transfers and two to be licensed for emergency transmitters. Actions were taken at the May meeting of the Canadian Broadcasting Corp. board of governors held at Quebec City, May 16. Emergency transmitters were recommended for CHLP Montreal, 250 w, and CJON St. John's, Newfoundland, 100 w. Transfer of the license of CHUB Nanaimo, was necessitated with control changing from George Randall to Standard Broadcasting Co. Ltd., in which the Vancouver *Sun* has some interest.

CJNT Quebec, changed hands from Goodwill Broadcasters of Quebec Inc., to H. Bouffard, J. M. Dessureault and Jean-Paul St. Laurent, all of Quebec, holding equal shares. CKXL Calgary, changed hands, with Fred Shaw, formerly of CFAC Calgary, and C. E. Chesher, Calgary, obtaining majority control.

Other stations whose applications for share transfers were recommended included CKOM Saskatoon, CHNC New Carlisle, CKLN Nelson, CKOK Penticton, CJOB Winnipeg, CFAR Flin Flon, CJBR Rimouski, CKNB Campbellton, CKRS Jonquiere, CKBW Bridgewater, and CJLS Yarmouth.

Inaugural Plans Begin

FIRST marks of organization for arrangements committee on Capitol Hill for inauguration of the U. S. President-elect next January are under way. House Speaker Sam Rayburn (D-Tex.) has appointed himself, Majority Leader John McCormack (D-Mass.) and Joseph Martin (R-Mass.), the minority leader, as the House members to serve jointly with three Senators already appointed by Vice President Alben Barkley. The Senators are Carl Hayden (D-Ariz.), probable chairman, Majority Leader Ernest W. McFarland (D-Ariz.) and Styles Bridges (R-N. H.), the minority leader. Work on stands and temporary seating arrangements should be under way by fall.

WSNY BACK PAT

Given for Safety Work

CONGRATULATIONS have gone to WSNY Schenectady, N. Y., from the city's mayor, city manager and President Bob Hanna of the Schenectady Chamber of Commerce, upon the station's receipt of a public interest award from the National Safety Council for "exceptional service to safety" [B•T, April 28].

According to Winslow Leighton, WSNY president and general manager, its *Van de Car & the News* program was largely responsible for the award. The station ran an appreciation ad in the local city newspaper May 5, noting also its awards in *Billboard* magazine's competition. Mr. Hanna is broadcasting manager for GE's WGY WGFM (FM) and WRGB (TV) Schenectady.

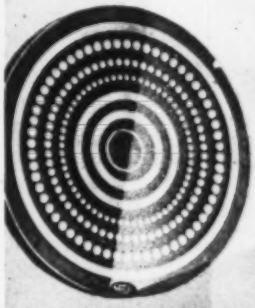
This is the Hallmark of the Ideal Insulation

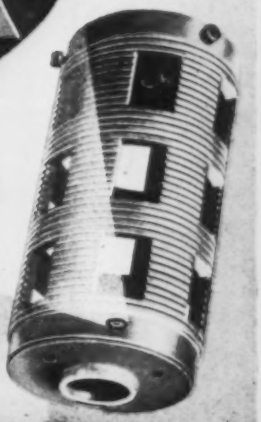
SINCE 1919

MYCALEX

THE INSULATOR

TRADE MARK REG. U.S. PAT. OFF.





FOR ALL FREQUENCIES

Mycalex, the ideal insulation, offers low loss and high dielectric strength. It is impervious to oil or water, free from carbonization, withstands high temperature and humidity. Mycalex remains dimensionally stable permanently and possesses excellent mechanical characteristics. In its present high state of development, Mycalex combines every important insulating advantage — including economy. Mycalex is available in sheets and rods, can be injection or compression molded to close tolerance, is readily machineable, can be tapped, drilled, threaded and ground.

INJECTION MOLDED GRADES

MYCALEX 410

Mycalex 410 is approved fully as Grade L-4B under National Military Establishment Specification JAN-1-10 "Insulating Materials, Ceramics, Radio, Class L."

Power Factor, 1 megacycle	0.0015
Dielectric Constant, 1 megacycle	9.2
Loss Factor, 1 megacycle	0.014
Dielectric Strength, volts/mil	400
Volume Resistivity, ohm-cm	1×10^{15}
Max. Safe Operating Temp., °C	350
Water Absorption, % in 24 hours	nil
Tensile Strength, psi	6000

MYCALEX 410X

Power Factor, 1 megacycle	0.012
Dielectric Constant, 1 megacycle	6.9
Loss factor, 1 megacycle	0.084
Dielectric Strength, volts/mil	400
Volume Resistivity, ohm-cm	5×10^{14}
Max. Safe Operating Temp., °C	350
Water Absorption, % in 24 hours	nil
Tensile Strength, psi	6000

Mycalex 410X can be injection molded, with or without metal inserts, to extremely close tolerances.

MACHINEABLE GRADES

MYCALEX 400

Mycalex 400 is approved fully as Grade L-4A under National Military Establishment Specification JAN-1-10 "Insulating Materials, Ceramics, Radio, Class L."

Power Factor, 1 megacycle	0.0018
Dielectric Constant, 1 megacycle	7.4
Loss Factor, 1 megacycle	0.013
Dielectric Strength, volts/mil	500
Volume Resistivity, ohm-cm	2×10^{15}
Arc Resistance, seconds	300
Max. Safe Operating Temp., °C	370
Water Absorption, % in 24 hours	nil
Tensile Strength, psi	6000

MYCALEX K-10

Dielectric Constant, 1 megacycle	10.6
Q Factor, 1 megacycle	300
Loss Factor, 1 megacycle	0.034
Dielectric Strength, volts/mil (0.10 in. thickness)	270
Fractional Decrease of Capacitance with Temperature Change	0.0056
Fractional Increase of Capacitance with Temperature Change	0.0076

Mycalex K-10 conforms fully to Grade HIC5H4 under National Military Establishment Specification JAN-1-12.

LOW-LOSS MINIATURE TUBE SOCKETS

ECONOMICAL — Comparative in cost to ordinary phenolic sockets, but far superior electrically. Dimensional accuracy unexcelled.

AVAILABLE IN TWO GRADES — Mycalex 410 fully approved as Grade L-4B under N.M.E.S. JAN-1-10 "Insulating Materials, Ceramics, Radio, Class L." Mycalex 410X offers lower cost with insulating properties exceeding those of general purpose phenolics. Both Mycalex 410 and 410X Tube Sockets are supplied in 7 pin, 9 pin and subminiature. All are precision molded for highest accuracy.

WRITE TODAY ON YOUR LETTERHEAD FOR ILLUSTRATED LITERATURE, OR SEND BLUEPRINTS FOR ESTIMATES — NO OBLIGATION

MYCALEX K

embraces an entire series of capacitor dielectrics, each with specific characteristics. These can be supplied on special order in sheets 14"x18" in area and from 1/8" to 1" in thickness, also available in rods. MYCALEX K can be machined to close tolerance or molded.

MYCALEX CORPORATION OF AMERICA

Owners of 'MYCALEX' Patents and Trade-Marks

Executive Offices: 30 ROCKEFELLER PLAZA, NEW YORK 20 — Plant & General Offices: CLIFTON, N.J.

BBB REPORT

Notes Set Inquiries

ADVERTISING, merchandising and servicing of television sets continued to be the largest problem for the Better Business Bureaus during 1951, an annual report has indicated.

Of 80,548 communications to the bureaus about television, 53% were complaints, with the greatest number occurring early in the year, President Victor H. Nyborg reported. Nearly half the inquiries and complaints received by the collective bureaus during the year pertained to merchandising, he said, and 12% of these referred to TV sets, a percentage matched only by construction inquiries. Radio and music were the subject of 2% of the merchandise communications.

In terms of services rendered by the bureaus, television rose from seventh place in 1950 to third place in 1951 with some 80,548 consumers contacting the bureaus with questions. In this category, television was superseded—by numbers of calls but not necessarily number of complaints—by home construction and solicitations.

Most common TV complaint was that long delays were suffered by consumers in waiting for their sets to be serviced, which servicemen attributed to unavailability of replacement parts and tubes. The Better Business Bureaus appointed a service committee which, meeting with a counterpart from the Radio-Television Mfrs. Assn., evolved procedures for handling consumer complaints on a national level. Both groups also agreed to sponsor an educational booklet, explaining factors in purchasing and servicing a TV set, which will be distributed by RTMA and the Better Business Bureaus upon publication this year.

Progress was also reported for the bureaus' "Truth in Advertising" campaigns, under which almost 8,000 advertisements of the millions scanned required corrective action. Of those, 207 were referred to law enforcement bodies for further action, with the ultimate result that questionable ads decreased by about 8%. Mr. Nyborg said that legitimate advertisers did a better job of maintaining accuracy throughout the year, that consumers became more critical, and that media continued to cooperate in building higher advertising standards.

Publicity and education campaigns of the bureaus used a total of 2,492 radio spot announcements, 575 radio programs and 111 television shows last year, it was noted.

Advertiser Tie-in

A WASHINGTON, D. C., appliance dealer is using a radio station to promote the sale of TV sets—and programs on a television station in the same city. The arrangement involved a tieup among Phillips radio-television store, WTOP-TV and WWDC Washington, as well as the agency, Cohen & Miller. Phillips, which sponsors half of Washington Senator baseball broadcasts on WWDC, uses commercials mentioning WTOP-TV shows to push its TV sets. TV stars and day and time of program are cited twice per game. Unusual tie-in is natural for Arch McDonald, WWDC baseballcaster, who also is WTOP sports director.

NEWSCASTER Henry Blanc (l) of *Today's News* on KPOJ Portland, Ore., greets Gerrit Vander Ende, president of Pacific First Federal Savings & Loan Assn., Tacoma, Wash., eighth largest such association in the country, which has purchased Mr. Blanc's noontime program for a special network in cities where the association has branches, including KPOJ, KPUG Bellingham, Wash., KJR Seattle, KTAC Tacoma and KORE Eugene, Ore. Ed Henry (r), KPOJ account executive, made arrangements through The Condon Co. Inc., Tacoma, the association's advertising agency.

FOUR JOIN AYER

Three in N. Y.; One Phila.

FOUR personnel changes in three departments of N. W. Ayer & Son, New York and Philadelphia, were announced by the agency last week.

J. J. Clarke, sales manager, Home Laundry Equipment Div. of General Electric Co., joins the plans-merchandising department in Philadelphia today (Monday); William F. Roseboom, former vice president of public relations firm of Davies, Emery & Roseboom, joins the public relations department in New York; Monica Geran, promotion editor of *Glamour* magazine, also moves into the New York public relations department today (Monday), and Robert Pavloff, director of Temple U. alumni fund and editor of *Alumni Review*, joins the copy department in Philadelphia, also Monday.

New WICH Building

WICH Norwich, Conn., is now operating from a new two-story concrete block structure near its transmitter on the outskirts of the city. John Deme, WICH general manager, announced the new sign-on time of 5:30 a.m. and that William E. Kelly, city's newly-appointed superintendent of recreation, has been signed to handle the 6-7:45 a.m. duties.

milestones...

► WBOW Terre Haute, Ind., is planning special programs to celebrate its 25th anniversary June 15. Many former KBOW personalities are to be featured through taped messages. WBOW also is conducting a "memory" contest, asking listeners to write a letter on the theme, "What I remember best about WBOW."

* * *

► EIGHTIETH anniversary is being celebrated by Albert Frank-Guenther Law Inc., New York, advertising agency, with trade distribution of brochure, "Eighty Years of Advertising." Firm recalls its start as two-man financial and transportation agency and expansion to all fields with annual billings of about $10 million. Over 160 people now staff headquarters office in New York and branches in Boston, Chicago, Philadelphia, Washington and San Francisco.

* * *

► RONALD DAWSON, radio-TV actor-writer, on June 3 observes his 25th anniversary in radio.

* * *

► GUSTAV A. BOSLER, NBC New York veteran employe who retires at the end of June and who was head of the network's model shop most of his 25 years with NBC, was honored at a surprise party May 23 by 200 fellow employes and friends and was presented with a 25-year NBC plaque. He has spent more than 40 years in communications.

* * *

► PROGRAM, *Meet the Press* (NBC radio, Sunday, 10-10:30 p.m.; NBC-TV, Sunday, 7:30-8 p.m.), will celebrate its seventh anniversary June 2. Martha Rountree and Lawrence E. Spivak, owners of the package, will mark the occasion by a "political supper" in Washington on that date to which various Presidential candidates have been invited along with other public figures.

* * *

►KATL Houston marked its fifth birthday on May 21. King H. Robinson, vice president-general manager, in an interview in the *Houston Press*, traced the station's increase from 1 kw to 5 kw and expansion of staff personnel from 19 to 31.

* * *

► WBEN-TV Buffalo was four years old May 14. No special observance was planned. During its first few weeks of operation the station was on the air 14 hours weekly and now is on more than 14 hours daily.

ADV. WRITEOFFS

HST Hits Media Campaign

PRESIDENT Truman last Tuesday opened a new breach in the controversy over alleged practices whereby private companies use institutional advertising and write it off as deductible business expenses.

While the Chief Executive leveled his guns at electric power concerns, the attack recalls the move by Sen. Hubert Humphrey (D-Minn.), avowed administration supporter, to curb through government so-called "political" advertising as a deductible tax expense. This purpose also would be accomplished by raising newspaper ad rates to discourage "extravagant" advertising [B•T, April 21, 14, 7].

Mr. Truman, addressing the Electric Consumers Conference in Washington, D. C. last Tuesday, charged that private concerns were embarked on a "vicious campaign" to discredit public power projects as socialism—through radio and printed media. He said he might seek a probe to see whether the campaign violates the Federal Corrupt Practices Act.

They "are spending millions and millions of dollars on this campaign. They are sponsoring nation-wide radio programs which cost many thousands of dollars every week. They are running full-page ads in the big magazines, month after month," the President said. Target of Mr. Truman's fire was the Kansas City Power & Light Co.

Mr. Truman also noted that a large advertising agency "actually boasted" that its technique was so successful that its "propaganda" was posted by church ministers.

KOMO Binaural

HAILED as "sensationally successful" was KOMO-AM-FM Seattle's May 18 broadcast to the public of binaural transmission over its AM and FM facilities on *Voices of the Northwest*, sponsored by the Seattle First National Bank and featuring the 41-member Adelphian concert choir of the College of Puget Sound, Tacoma. The airing was under direction of Stanton Bennett, chief development engineer for KOMO. Binaural broadcast also took place over WGN and WGNB (FM) Chicago May 22 at the annual Radio Parts Show and the Audio Fair [B•T, May 26].

more help
for busy media buyers

Publishers and station operators show increasing awareness of media buyers' problems

You who use Standard Rate and CONSUMER MARKETS as tools of your trade are thoroughly familiar with the *standard listings* of media statistics and market data.

But do you realize the extent to which publishers and station operators supplement the *standardized* data with *additional media information*—in the form of Service-Ads?

They are realistically aware of your need for information about things that make each station or publication *different* from its contemporaries —information that you cannot expect to find in the standard listings.

They know, too, that you don't always have the time you need to call in all of the media under consideration to get answers to all the questions that arise in the course of selection.

So, last year, approximately 1,050 publications, radio and TV stations used space in SRDS publications. They supplemented the information in their listings in Standard Rate (or their markets' listings in CONSUMER MARKETS) with Service-Ads that reminded buyers of the important *differences* about their media values that they've been registering through their promotion and their representatives' contacts. Thus they keep *wanted* information instantly available—on the spot—to help the busy media buyer buy.

In the course of your daily use of SRDS monthly publications and CONSUMER MARKETS don't forget —in Service-Ads like these there is *more* good help for busy *media buyers.*

s r d s

STANDARD RATE & DATA SERVICE, INC.

Walter E. Botthof, Publisher

the national authority serving the media-buying function

1740 RIDGE AVENUE • EVANSTON, ILLINOIS

SALES OFFICES: NEW YORK • CHICAGO • LOS ANGELES

publishers of **consumer magazine** rates and data • **business publication** rates and data • **national network** radio and television service • **radio** rates and data • **television** rates and data • **newspaper** rates and data • **transportation advertising** rates and data • **A.B.C. weekly newspaper** rates and data • **consumer markets,** serving the market-media selection function

NOTE: To Station Managers

Service-Ads have become such a valuable part of SRDS publications that we want all advertising executives to know more about them. That's the story behind the advertisement reproduced here; appearing currently in *Advertising Agency* and *Printers' Ink.*

The information found in the SRDS monthly books and CONSUMER MARKETS is often the LAST WORD about your station and your market . . . the *last word* seen by agency men when they're under pressure; building a list or defending a list.

To help you make it the *last word* in effectiveness, SRDS has interviewed research and media men, account executives, time buyers, advertising managers. An analysis of their viewpoints, practices and needs is available in the "Spot Radio Promotion Handbook" (at cost: $1.00). Then, to help you convert these viewpoints into Service-Ads that will really "sell by helping buyers buy," we have condensed this information into another handy booklet, *"Copy Organizer for Service-Ads in Radio Rates & Data."* Available at cost, $1.00.

Walter E. Botthof

WALTER E. BOTTHOF, *Publisher*

WERE NEWS TO NOR

ROBERT WASS News Director... Special Events... fifteen years experience makes his news job *the most-listened-to* in Cleveland... 15 years (radio news)

WAYNE JOHNSO
Newscaster... "voice of the news" in Cleveland... 6 years (radio news)

17 Newscasts every da
Press & International N
Mobile Unit • Telephon

National Convention Coverage for Northeas

THE O. L. TAYLOR COMPANY • Nation

THE MUSIC • NEWS • SPORTS STATION FOR GREATER CLEV

VSSERVICE IS VITAL
NORTHEASTERN OHIO

JERRY BOWMAN
Newscaster . . .
re-write man 15 years
(radio news)

BOB WEST
Reporter . . . Feature
Writer charge of
night news

ry da All news re-written & processed • Associated
nal Ns Service • Police-Fire Dept. Radio
hon Beeper' system for on-the-air interviews.

nea rn Ohio Localized by the WERE News Staff.

ion Representatives

EVEL . . . 5000 WATTS · 1300 KC

WERE
VITAL TO NORTHEASTERN OHIO

editorial

Walter Evans

WHEN WALTER EVANS passed on last Wednesday, radio lost an unsung hero. In the trade he was known and respected as the directing head of the Westinghouse stations—a blue ribbon list of well-operated outlets. But he left management—and the limelight—to his managers. He was content to remain in the background.

Among his friends and co-workers, Walter Evans was regarded as a modest, efficient, but very human boss. The prestige and the stature of the stations and the electronic plants he operated placed him in the top policy echelon of Westinghouse.

Like many others in radio, Walter Evans came up through the engineering ranks—first as a ship wireless operator, and then into station engineering. For two decades he directed Westinghouse radio operations. But what wasn't generally known is that he also operated the vast X-Ray and Electronic divisions, organized the radio and television manufacturing divisions, and, just two years ago established the Air-Arm division. He also found time to serve his government on special assignments and missions in telecommunications, here and abroad.

The whole story of Walter Evans' contributions to telecommunications may never be told. As to radio, the record shows he left it better than he found it.

Transit Green Light

THE FAVORABLE Supreme Court ruling on transit radio ought to assure a profitable future for this specialized broadcasting service.

Considering the extraordinary handicap of having the very constitutionality of their operation questioned, the transit broadcasters have, from all reports, done extremely well. It would seem clear that transit has established itself, against most discomforting opposition, as an effective advertising medium.

It remains now only for the transit broadcasters to straighten out the public relations problems confronting them. Though the Supreme Court's decision affirms the legality of transit-casting, it does not dispel the condition that brought the case about.

Transit-casting was victimized by such catchphrases as "captive audience." Such surveys as have been made indicate that objectors are a small minority of transit passengers.

All credit to those who carried the transit case to the highest tribunal after the stiff rebuff of the lower court. They can now move ahead on plans which were shelved because of the litigation and the hard fight against the medium by many powerful newspapers.

The sweeping 7-1 decision opens a new radio vista. It sanctions the birth of a new advertising medium. It affords the opportunity to a substantial number of FM broadcasters to earn a return on their investments.

But the court opinion merely affirms the constitutional right to broadcast music, news and commercials on public vehicles. The job of the transit-caster now is one of prudent management and operation. That means prudent programming. As always, the public is the final arbiter.

Dollars When They Count

WHEN a Senate committee petitions another Senate committee for funds for a government agency in an election year when the accent is on excruciating economy in government—that's news.

It happened a fortnight ago. Sen. Edwin C. Johnson's Interstate & Foreign Commerce Committee unanimously petitioned Sen. Burnet R. Maybank's subcommittee on Independent Offices Appropriations to give the FCC another $800,000 to hire people to expedite the licensing of new television stations. Last Wednesday, the Senate Appropriations Committee approved $600,000 more, specifically for TV. This is probably without precedent. It underscores again the high interest in Congress to get a nationwide television show on the road.

Even with 18 or 20 additional examiner teams, the outlook isn't too bright for prompt authorization of any substantial number of TV stations in desirable markets. That's because contests are indicated, notably for the VHF assignments, in virtually all major cities. Contests take months, sometime years.

There are those who feel the additional funds sought won't really expedite FCC action. They point to the past, when the FCC has been surfeited with appropriations. And that record discloses that the FCC procedures have slowed down inexorably, year after year. More staff lawyers meant more intermural discord, more paper-work and more delays.

That does not have to be. The revised McFarland Bill now pending in the House has, as its primary purpose, tightening up of FCC procedures. The Commission would be required to report to Congress on the status of cases not in hearing but pending after three months, and cases in hearing pending after six months. This measure already has passed the Senate. In revised form, it has been reported favorably by the House Interstate Commerce Committee and House passage is likely, despite continued sabotaging efforts by members of the FCC staff.

There's more involved in the resumption of TV licensing than service to communities which demand it, although that's reason enough. There's talk of an impending downward spiral in business. Some lines, notably consumer goods, are soft. Farm commodities are in a gradual decline. There are portents of a recession. Television's emergence could provide an anchor to windward against an impending economic storm. Sen. Johnson talks in terms of $3 billion as an "ultra-conservative" estimate of the business that would be stimulated in two years, if the FCC has the manpower to proceed full-tilt. Applicants, he states, will invest $250 million. Ten million people will invest more than $2 billion in sets. Thousands will be employed by manufacturers, wholesalers and retailers, totally aside from the vast expenditures for advertising.

Here another agency of government could pitch in. The Department of Commerce has the main function of stimulating and helping business. Could not some of its manpower and resources be geared toward expediting television's economic development? In the depression of the early '30's, radio proved just about the only depression-proof industry.

The first test is to see the FCC get additional funds for examiner teams. It then can have no valid excuse founded on shortage of manpower or funds. While all signs point to favorable action it still behooves applicants to let their delegations—in Senate and House alike—know of their avid interest.

our respects to:

EDWARD HOLLAND BRONSON

THOUGH all's relatively quiet around NARTB's TV department, where they're grooming the three-month-old Television Code for a career of activity, if not controversy, nobody's being fooled by the peaceful way most of the nation's civic, cultural and religious groups have reacted to the industry's manual of program and advertising behavior.

They know what's coming, and they'll be ready with what at the moment might be described as a semi-secret weapon—Ed Bronson, newly named NARTB director of television code affairs and a practical telecaster.

In a decade-and-a-half of radio, TV and government activity, Ed Bronson has been in some rough spots. One of the rougher incidents occurred during the war when he was at the Office of Censorship with responsibility for foreign-language programs originating domestically.

Everybody wanted to be a censor in those days, including the FCC and the Office of War Information. The competition got into proceedings of the special congressional committee investigating the FCC. With a clear Executive Order to back him up, Ed Bronson carefully observed testimony of the two competing agencies. He patiently listened and he patiently waited.

When the colloquy reached the usual double-talk and gobbledigook stage, Mr. Bronson couldn't stand it any longer and summed it up with this classic: "I'm getting weary of these excursions into the dialectics of the periphery." That stumped even the double-talkers, and Office of Censorship went about its job with powers intact.

This was a typical Bronson approach to a tricky situation. Often when the going gets tough he turns on a wry sense of humor. When trouble engulfs him, he takes a philosophical approach and sets out to see what can be done about the mess.

Mr. Bronson's main job at NARTB will be to serve as liaison executive on code matters with general public and interested organizations. That's his formal directive, a little double-talky in itself. Put into active terms, it means the finger is pointing at him as trouble-shooter to see that the code clicks.

He brings to the job a substantial reservoir of qualifications, having, among other things, directed a television station right from the cement-pouring stage; served, as noted, in a censorship capacity; managed a radio station, and finally, created a successful town-meeting

(Continued on page 53)

NBC's MEN IN THE NEWS: *Hicks*

Something burning is falling through the sky..."

at something was a hit German plane. e time was D-Day, 1944. Speaking from warship in the heat of the battle, George Hicks as making his masterful recordings of the atest military action in history.

rst to broadcast from a dirigible and from a marine, Hicks is uniquely a broadcast porter. He joined NBC in 1928, a year er network radio began.

om an eclipse of the sun seen in the Pacific the funeral of George VI, George Hicks's passionate reporting has brought merica to the scene of many of e historic events of our time.

w in this vital election year Hicks and 100 her NBC men of news are assigned to cover the ventions and the elections as they've er been covered before.

e NBC News Center is pre-eminent in the d because of men like Hicks, Dreier, Warner, dwin . . . because of its thousand-man ws-gathering force . . . because regularly on dio and television, NBC broadcasts more hours news than any other network.

rtually everyone in America hears the news st on radio and television. They hear it ile it *is* news. And the fact that the highest ted news shows on radio and television are BC's means most people hear the news first and ar more of it from NBC.

NBC radio and television

ervice of Radio Corporation of America

Photograph by RALPH STEINER

WORLD RELEASE

Firm Notes New Material

WORLD BROADCASTING SYSTEM Inc., New York, transcription library firm, last week announced that "one of the largest releases of new material in the history of World sales and program services" had been sent to 900 WBS subscribers as a special service to augment the firm's commercial program series.

Robert W. Friedheim, WBS general manager, explained that the releases include special programming material for company's new package, *County Fair*, starring Judy Canova, which will be released for broadcasting June 15, as well as material for established features such as *A Chapel by the Side of the Road* with Raymond Massey, *Freedom Is Our Business* featuring Robert Montgomery, the Dick Haymes show, the Three Suns and Lyn Murray shows. Sixteen different artist groups are represented including orchestras, singers, choral groups and instrumentalists.

As an additional aid to local radio sales, World Sales & Program Service has also released "World Sell Sounds," a sound effects feature designed to boost sales by "increasing the impact of commercials now on the air." Package presents material for time and weather lead-ins as well as special lead-ins for patriotic appeals, election and sports programs.

When judging the St. Louis Market, keep the evidence in mind!

You'll find KWK's LOW—low cost per thousand radio homes delivered makes...

KWK the radio buy in St. Louis!

Your Katz man has the entire St. Louis case in brief—with evidence based on Pulse reports.

Globe-Democrat Tower Bldg. Saint Louis

KWK

Representative The KATZ AGENCY

front office

WILLIAM P. DIX Jr., assistant sales manager, WCBS New York, to WTAM Cleveland, as sales manager.

ALFRED A. BROWN, former sales manager of WWSC Glens Falls, N. Y., to sales staff, William G. Rambeau Co., N. Y., station representative firm.

FRANK CONWELL, general manager, KCIL Houma-Thibodaux, La., to WKRG Mobile, Ala., as administrative assistant to KENNETH R. GIDDENS, president.

HAL HUDSON, TV manager, and BEN FEINER Jr., executive TV producer, both CBS Hollywood, named to handle TV department management and production activities, respectively, while HARRY ACKERMAN, vice president in charge of network programs, CBS-TV that city, vacations in Europe.

WILLIAM L. SNYDER, Forjoe & Co., Chicago, station representative, to Gill, Keefe & Perna, same city, as member of sales staff succeeding HOWARD M. KEEFE, who has resigned.

GEORGE W. CLARK Inc., Chicago, named by KOWL Santa Monica, as station representative in mid-western and eastern areas.

BYRON K. HARRIS, former traffic manager, WCPO-TV Cincinnati, to sales staff, WLWT (TV) that city.

JOSE E. CHAPA appointed general manager of KLVL Pasadena, Tex.

WALKER REPRESENTATION Co., N. Y., appointed station representative by WEAT Lake Worth, Fla.

SANFORD I. WOLFF, Chicago radio attorney and partner in Riskind & Wolff, moves June 1 to Suite 506, 134 N. LaSalle St. Telephone is FInancial 6-0787.

SEARS & AYER, N. Y., appointed national representative by WRAC Racine, Wis.

MARVIN ELLIN, producer, *Marvin Ellin's Block Party*, to permanent staff of WMAR-TV Baltimore in sales capacity.

Personals . . .

DANIEL W. KOPS, vice president-general manager, WAVZ New Haven, Conn., honored as "outstanding young man of Connecticut" at annual Junior Chamber of Commerce dinner May 24. . . . W. J. WILLIS, salesman, WKY-TV Oklahoma City, presented with distinguished service award by Oklahoma City Advertising Club.

HAROLD SODERLUND, commercial manager, KFAB Omaha, elected president of Omaha Advertising Club. . . . THELMA KIRCHNER, general manager, KGFJ Hollywood, vacationing in Honolulu.

JOSEPH L. TINNEY, vice president, WCAU-AM-TV Philadelphia, elected president of city's Poor Richard Club of Advertising Men. . . . GERALD VERNON, ABC-TV Chicago sales manager, vacationing in New England.

'Dr. Gallup' Bought

SIX additional markets have signed for George F. Foley's *Dr. Gallup*, syndicated pre-election radio series, it has been announced. They are: WWJ Detroit, WHK Cleveland, WGAN Portland, Me., WGUY Bangor, Me., KNX Los Angeles and KMOX St. Louis. A total of 122 stations now carry the political interview series. Station purchasers who announced sponsors last week were WEEI Boston, to Transducer Co., division of American Machine and Foundry Corp.; KPRC Houston, to Simpson-Gillman Pontiac Co.; WSBA York, Pa., to Carl Beasley Ford Co. and WGAN to N. T. Fox Lumber Co. and Utilities Distributor Co.

NEW WJBK UNIT

Peter Storer Is Dir

ESTABLISHMENT of a sales promotion and merchandising department at WJBK-AM-TV Detroit with Peter Storer as its head announced last week by Gayle V. Grubb, vice president and managing director of the stations.

Mr. Storer

Mr. Grubb said that "although WJBK has always cooperated with its advertisers in merchandising and promotion, the station feels the time has arrived to institute a more aggressive plan of dealer and distributor tie-ins." He said Mr. Storer was named manager of the new department because of "his outstanding success he achieved in the field of public service."

Mr. Storer will handle all of the WJBK-AM-TV merchandising activities, including tie-ins with voluntary and regional chains, point-of-sale displays, special promotions, and other devices to acquaint consumers with merchandise advertised on the WJBK stations.

A son of President George Storer of Storer Broadcasting Co., which owns the stations, the new WJBK merchandising and promotion manager became affiliated with the Storer organization in 19[illegible] following graduation from the U. of Miami. He started with the company's WGBS Miami as control engineer, moving last September to WJBK as public service director. Under his direction, a number of educational broadcasts were arranged with Detroit and Wayne universities, and a broadcast series on the Detroit schools is currently in preparation in conjunction with *Life* magazine.

ECKO PRODUCTS Co., Chicago, last week reported net sales for the quarter of 1952 of $9,680,337 contrasted with $10,492,769 for the same period last year. Net profit this year was $690,424 or 79¢ per share on common stock.

NOW 5,000 WATTS

PRIMARY ONLY

813,896 Population
218,870 Homes
210,538 Radio Homes
$763,631,000 Total Sales

LANSING, MICHIGAN

SEE RAMBEAU - New York, Chicago, Los Angeles
IMPACT RADIO SALES, Detroit

Our Respects To

(Continued from page 50)

gram that has an outstanding year record.

When he arrived in Washington week, Mr. Bronson was giving the direction of WBNS-TV in native Columbus, Ohio, a posi- he had held since 1949. His rture for NARTB's code opera- moved the *Ohio State Journal* call him "one of the best pped men in the nation for the " The *Journal* should know, use like WBNS-TV it is one the Preston Wolfe radio-TV- spaper properties.

Possibly the *Journal* was recall- some of the early journalistic ts of Ed Bronson, reporter. und Columbus they still talk of famous escapade at Ohio State before the vogue of bra and ty purloining. Reporter Bron- long holder of an Ohio State ree, was assigned to cover a pus incident that involved such rty tactics as egg-throwing and dumping.

A cop—one cop—arrived on the e and alertly grabbed the first th he saw. That, of course, was orter Bronson. Foiled, the offi- called for help. A second cop ved, but the duo couldn't rve the persistent newsman m the path of duty. A third, a th, a fifth and finally a sixth er joined the fray. The six- army subdued their prey and led him off to jail as a rioter. The law won the battle, but not war. A few minutes later the pid reporter was back at the pus on a business-as-usual s.

Ed Bronson obviously doesn't easily when he is on a mission. new TV code assignment, how- , is likely to put him in the dle of some of the fanciest es he has ever met. At this t, according to an old crony, s likely to halt all oratory with bservation of this sort, "Hold rything. Let's get down to the of this thing and see if we t work out a way of living to- her."

He has a deep conviction that the principles of the TV code are right, and believes it will work if good-will and common sense are applied to its enforcement.

Ed Bronson was born in Columbus May 27, 1910, son of Hiram Bronson, long active in Ohio politics. The elder Bronson wrote the Ohio primary law back in 1906, a monument in political history. The family's political bent was maintained in a journalistic way when the son covered Ohio politics for Columbus papers.

At Ohio State U., the younger Bronson interrupted his career for a year to work as a blacksmith on a construction gang in West Virginia and California. Back in school, he became cub reporter on a local journal and finally news editor of the *Ohio State Lantern*, campus daily.

After college, he continued his reporting, moving into radio at WCOL Columbus in 1936. At WCOL, he served as continuity director and subsequently assistant general manager. With the outbreak of war, he became assistant to J. Harold Ryan of Storer Broadcasting Co., and then to John E. Fetzer, who succeeded Mr. Ryan as assistant director of censorship.

With end of the war, Mr. Bronson joined WJEF Grand Rapids, Mich., as station manager for Mr. Fetzer, the station's owner and now chairman of the NARTB Television Code Review Board. Anxious to enter TV, Mr. Bronson left WJEF in 1949 to aid in planning WBNS-TV, becoming station director when the station went on the air.

WBNS-TV, along with WBNS and WELD-FM, still carries the *Columbus Town Meeting* series started by Mr. Bronson 14 years ago at WCOL. It has been called one of the industry's leading public service programs at the local level and is incorporated under Ohio laws.

Mr. Bronson married Ann Fulton, a former Ohio newspaperwoman and pianist. Son Ted, 15, plays a trumpet and Mary Ann, 6, is following her mother's pianistic bent. Daddy Bronson likes golf and chess, and now loses frequent chess matches to Ted, an apt pupil.

'SELL' CHICAGO

New Group's Purpose

CHICAGO UNLIMITED, a nonprofit corporation, has been organized by a group of industry people for "sale" of Chicago as a production center to agencies, clients and networks, and for local and national promotion.

The group, which expects to sell at least $25,000 in stock its first year, includes John Weigel, announcer; Norman Lindquist, Atlas Films; James Jewell, Alan Fishburn and Stu Dawson, producers; Ray Jones, AFRA-TVA; Dan Collins, Chicago Federated Adv. Club; Geoffrey Bennett, RCA Victor; James Kellock, Wilding Pictures; Archie Levington, music publisher.

CHNS

The Shortest Route
To Results in
This Area Is Via

HALIFAX NOVA SCOTIA

Maritimes Busiest Station
Contact
JOS. WEED & CO.
350 Madison Ave., New York

5000 WATTS
NOW!

ALTEC
miniature

speech amplifiers

The new plug-in preamplifiers, line amplifiers, monitor amplifiers and power supplies used in the Altec 250A Console are now available for general speech input requirements in broadcast, recording and quality public address systems. These amazing new units are the smallest ever built for this purpose and will exceed all broadcast requirements. Each unit is of open chassis design for easy servicing and is supplied with a cover tray that can be permanently mounted in a rack or cabinet. Part of this tray is the receptacle to which all connections are made. The unit itself slides into the tray and automatically centers its plug with the receptacle, making all connections. On the handle end of the amplifier chassis are push buttons for checking the space current of individual tubes even while the unit is in operation. The frequency response of the A-428A preamplifier and the A-429A line and monitor amplifier is within one decibel from 20-20,000 cycles.

Distributed by GRAYBAR

DIMENSIONS:
A-428A; 1⅝" x 4¼" x 9"
A-429A, P-522A, P-523A; 2⅜" x 4¼" x 9"

ALTEC®
LANSING CORPORATION

9356 Santa Monica Blvd., Beverly Hills, Calif.
161 Sixth Avenue, New York 13, New York

ALL connections PLUG-IN!

STUDENTS HONORED

By American U. Guild

TROPHIES were awarded to three radio-TV students last week at the fourth annual dinner of the American U. Radio-Television Guild at the National Press Club Auditorium, Washington. It was the first time the guild has made awards. Receiving citations were Harry Cullins, outstanding director of the year; Alice Peterson, outstanding actor-actress; Lionel Monagos, outstanding in leadership.

Principal speaker at the dinner was Caroline Burke, NBC producer. Among persons attending were Sen. Edwin C. Johnson (D-Col.), chairman, Senate Interstate & Foreign Commerce Committee; Thad Brown, NARTB director of TV; Evelyn Freyman, executive secretary of AFRA; Dr. Franklin Dunham, U. S. Office of Education; FCC Chairman Paul Walker; Frank Folsom, RCA president.

Communications Jobs

CALL has been sounded by the Army Signal Corps for civilian instructors with various communications skills to man jobs at the Signal Corps Training Center at Camp Gordon. Salaries range from $3,795 to $5,060. Applications for civil service positions are obtainable at local post offices. Interested persons are asked to contact U. S. Civil Service Commission, Board of Examiners, Camp Gordon, Ga.

the WHLI long island story

In WHLI's rich, booming Nassau County

Food Sales-----$246,215,000

Automotive Sales-$134,850,000

More people listen to WHLI in the major Long Island market than to any other station

Data: Sales Management 1952 Survey of Buying Power; Conlan, February, 1952, Hempstead, L. I.

WHLI AM 1100 FM 98.3

HEMPSTEAD LONG ISLAND, N.Y.

PAUL GODOFSKY, PRES.

the voice of Long Island

REPRESENTED BY RAMBEAU

air-casters

PETER O. MOON, vice president-business manager, Functional Music Inc., Chicago, to WJJD that city, as program director.

GENE EDWARDS, announcer, WLIL Lenoir City, Tenn., to WIEL Elizabethtown, Ky., in same capacity.

HOWARD KEEGAN, former manager of WCFL Chicago, to NBC that city, as producer.

STAN BURN, announcer, WPAT Paterson, N. J., to announcing staff of WINS New York.

CHARLES ROBINSON, playwright, to CBS Television Network June 9 as producer-director-writer.

BILL GUY, formerly with WBAP-TV Ft. Worth, to WFMY-TV Greensboro, N. C.

DAVID WAITE, announcer, KOIN Portland, to WFOR Hattiesburg, Miss., as program director. **EARLE GARRETT,** WJRB Brookhaven, Miss., to WFOR as announcer.

STU WAYNE, WPEN Philadelphia, to WDAS that city, as disc jockey.

CARL TIBBETTS to announcing staff, WSB-TV Atlanta.

DON BADGER to promotion staff of KMTV (TV) Omaha.

BETTY BASKETTE, receptionist, KLRA Little Rock, Ark., transfers to promotion staff replaced by **BETSY LASTER.**

HANS CONRIED, who portrays Professor Kropotkin on CBS Radio *My Friend Irma,* assigned role in feature film, *Big Jim McLain.*

BEN OMAN, news and special events director, WJOY Burlington, Vt., to WORD Spartanburg, S. C., as announcer.

DON WINTHER, disc jockey, WTTM Trenton, N. J., appointed staff announcer.

DICK LANE, actor-m.c.-announcer, KTLA (TV) Hollywood, awarded Statuette of Achievement by Los Angeles County Board of Supervisors for his civic contributions.

JERRY RAKER, page boy, WPIX (TV) New York, named associate director.

ED WILSON, disc jockey, KWK St. Louis, presented with award for "outstanding service to the Psychiatric Aid Society" in that city.

JIM TODD, staff announcer, KHJ-TV Hollywood, to KFI Los Angeles, in similar capacity.

FRANK FLAGLER, WHDL Olean, N. Y., to WJJL Niagara Falls, as disc m.c. **GEORGE WALTON,** continuity director, KVOR Colorado Springs, Col., to WJJL as program director.

COLEY COWAN, announcer, WSAZ Huntington, W. Va., named production manager. **C. BOSWORTH JOHNSON,** WAJR Morgantown, W. Va., to WSAZ as announcer.

DICK WOOLLEN, ABC Chicago program manager, to KTTV (TV) Los Angeles, to work on development of new program ideas.

MARK SCOTT, sportscaster, KFWB Hollywood, assigned role in Universal-International feature film, *Willie and Joe Back at the Front.*

EDWARD F. DEVENNEY, ARNOLD H. KATINSKY and **LORIN ZISSMAN** to WIP Philadelphia on publicity, writing and special events staffs, respectively.

KATE SMITH, NBC radio-TV star, awarded "personality of the year" plaque at 22d annual Jamboree of Advertising Club of Washington D. C., fortnight ago.

BILL TAYLOR, m. c. of *Bill Taylor's Sunrise Serenade,* WOR New York, presented award for "commendable public service" by Veterans of Foreign Wars.

HARRY BABBITT, star of CBS Radio Pacific Network *Second Cup of Coffee Club,* recuperating from surgery following recent back injury.

BEULAH DONOHUE, *Woman's World* commentator, WTMJ-TV Milwaukee, received "professional woman of the year" award from city's Quoto Club, for contributions to community.

FRANK CARTER, WPEN Philadelphia announcer, father of girl, Andrea, May 17.

PATRICK McGUIRK, writer-producer, KCBS San Francisco, father of girl, Michele.

JIMMY WIDENERS, member NBC radio *Round-Up Time,* father of boy, James Paul, May 9.

FRANK ROWLAND, WHIO Dayton announcer, father of girl, Katherine.

ROBERT E. LEE, co-writer, NBC radio *Railroad Hour* and Ziv TV Programs' *The Unexpected* film series, father of boy, Jonathan Barlow, May 12. Mother is **JANET WALDO,** star of ABC radio *Meet Corliss Archer.*

News . . .

RALPH RENICK, WTVJ (TV) Miami news director, appointed chairman of TV news committee of National Assn. of Radio News Directors.

TED BENDER, formerly with WOR New York, to WMAY Springfield, Ill., on news and special events staff.

WILLIAM D. NIETFELD, KCBS San Francisco director of news, elected chairman of California Associated Press Radio Assn., replacing **MAWHINNEY,** news director, Los Angeles. **DICK JOY,** KFAC Angeles news chief, is vice cha

JACK GRIFFIN, news editor, St. Louis, elected to membersh Sigma Delta Chi, national journal society.

AUSTIN SCHNEIDER to Yankton-Sioux City, S. D., as caster.

ANTHONY MARANO, sports d WCTC New Brunswick, N. J., director of news and sports to **JOSEPH DEMBO,** now on news NBC New York. **ROLAND K** sales representative WCTC, assig to station's news staff.

JIM SCHLOSSER, news WTMJ-AM-TV Milwaukee, fathe boy, Daniel Scott, May 17.

BRUCE MacFARLANE, WGN C news commentator, father of David Bruce, May 16.

DICK WRIGHT, KHQ Spokane writer, father of girl, Patricia May 6.

NBC SIGNS HOPE

For Conventions Pa

BOB HOPE will do a daily minute light and humorous mentary on NBC radio-TV d the national political conventions Chicago, according to the terms an agreement worked out NBC President Joseph McCo by James Saphier, radio-TV for Mr. Hope. Neither party vealed financial arrangements the programs are to be offered sponsorship.

Roger Price, New York club and TV humorist, has b signed through Frank Cooper, H lywood talent agent, for a simi series of broadcasts from Chic on NBC radio-TV. Admiral Co will sponsor the series.

Don Lee Coverage

NOW available for sponsorship western regional advertisers Democratic and Republican tional conventions broadcast Don Lee Network, it was announc last week. Western regional o for MBS coverage, Don Lee will up a five-days-a-week plan offered.

SERVICE

Twenty-five years of faithful service to American agriculture makes WIBW the most-listened-to-station in Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA

Strictly Business

(Continued from page 20)

sports feature; *Old American Barn Dance*; reruns of *Fireside Theatre* now called *Royal Playhouse*; *Movie Quick Quiz*, and *Hollywood Off Beat* with Melvyn Douglas.

Mr. Beckwith, who gives no middle name, was born March 29, 1914 in Rochester, N. Y., but considers his home town Buffalo, where his family moved shortly thereafter. He attended public grade and high schools there and worked as assistant advertising manager of the Rudolph Bros. jewelry chain in Syracuse for a year before starting at Syracuse U. in 1931.

Like many students in the depression era, Mr. Beckwith found he had to work his way through college. He spent his mornings in class and his afternoons working in advertising with the jewelry firm, and then went home to put on his tux and play with a dance band until 2-3 a.m.

"I kept my textbooks on the band stand," he recalls. In his extra time, he was a professor assistant, checking papers for $17 per month.

By the time he got his B.S. in business administration four years later, Mr. Beckwith had also won a top prize in a national intercollegiate advertising contest as well as membership in Alpha Delta Sigma, honorary advertising fraternity. His evaluation today of working through college is that it isn't as valuable in some cases as people think. "It's just too rough," he explains.

Syracuse Radio Graduate

Mr. Beckwith's college minor was radio and he is pointed out today as one of the first students of the Syracuse U. School of Radio where, he reports, he decided that broadcasting was the field for him. He introduced the jewelry firm to radio spot advertising and, in 1937, went into radio himself by joining the sales staff of WSYR Syracuse. After learning the full story behind the mike, he transferred to WAGE Syracuse in 1942 as assistant sales manager, commercial manager and program director, and established so notable a business reputation for himself that in 1951 he was invited to join UTP, sister company of Standard Radio Transcription Services.

He describes his station sales record today as the result of "idea stuff . . . I didn't try just to sell, I tried to create." He found that even a small station could have a big list of national advertisers if they were offered, for example, personalities, promotion and know-how.

As sales director, he has organized a national sales force, working out of UTP's three offices in New York, Chicago and Los Angeles, and expects to be busy the next few months visiting TV stations and applicants to get new program ideas for his company to distribute.

He is married to the former Mildred Brown of Scranton, Pa., whom he met in college, and they are the parents of a son, Kent, 12, and a daughter, Ellen, 7. The scores of his favorite sport, golf, go up or down, he reports, depending on FCC decisions.

WSVS Elects Officers

OFFICERS and directors were elected for 1952-53 during the sixth annual stockholders meeting of Southern Virginia Broadcasting Corp. (WSVS-AM-FM Crewe, Va.) in Richmond, Va. The board of directors elected the following officers: C. S. Willis, president; J. P. Quisenberry, first vice president; W. L. Willis Jr., second vice president; C. E. Wilson, secretary, and E. M. Schaubach, treasurer. New board includes these officers as well as O. B. Schaubach and C. E. Miller.

WFAA BIRTHDAY

Open House Scheduled

LISTENERS will be invited to inspect the facilities of WFAA Dallas June 23-29 when the station observes its 30th anniversary, according to Alex Keese, manager.

Mr. Keese said WFAA, owned by the Dallas *Morning News*, expects to spend several thousand dollars on exhibit spaces and remodeling and refurnishing for its week-long open house in a direct audience promotion slant, instead of holding special ceremonies.

The audience will be invited to participate in prize-drawings of sponsor's products and in a candid camera contest open to amateur photographers. The station's stars will be on hand to meet the public.

Mr. Keese said visitors will enter the station over the covered and decorated walk-way 10 stories above Jackson street and will see displays of the various technical devices used in the pioneer days of radio, following the growth of WFAA from a tent-enclosed studio area in the former Dallas *News* building to the 50 kw NBC, ABC and Texas Quality Network affilite it is today.

All broadcasts will be open to the public with special stage performances scheduled each half-hour day and night. Favors will be distributed by WFAA stars.

WACE Airs Korea Tape

WACE Springfield, Mass., claims a "first" for a broadcast to have been made May 25 of a 45-minute tape-recording of an Air Force jet pilot's plane being shot down in Korea 100 miles behind enemy lines. The tape includes sound of the explosion when the plane was hit, two-way communications with the pilot, who attempted to land his burning plane before finally bailing out and studio tie-in show with the rescued pilot.

THE BRANHAM COMPANY

representing

offices

CHICAGO
NEW YORK
DETROIT
DALLAS
ATLANTA
CHARLOTTE
ST. LOUIS
MEMPHIS
SAN FRANCISCO
LOS ANGELES

RADIO	
WABB	Mobile, Ala.
KTHS	Hot Springs, Ark.
KFMB	San Diego, Calif.
KFWB	Los Angeles, Calif.
WGBA	Columbus, Ga.
WNEX	Macon, Ga.
WTPS	New Orleans, La.
KWKH	Shreveport, La.
WTBO	Cumberland, Md.
WRBC	Jackson, Miss.
KOB	Albuquerque, N. M.
WCPO	Cincinnati, Ohio
WDEF	Chattanooga, Tenn.
WTJS	Jackson, Tenn.
WNOX	Knoxville, Tenn.
WMC	Memphis, Tenn.
KFDA	Amarillo, Texas
KRIC	Beaumont, Texas
KWBU	Corpus Christi, Texas
KAND	Corsicana, Texas
KRLD	Dallas, Texas
KMO	Tacoma, Wash.
KIT	Yakima, Wash.
WCHS	Charleston, W. Va.
WBLK	Clarksburg, W. Va.
WSAZ	Huntington, W. Va.
WPAR	Parkersburg, W. Va.

TELEVISION	
KFMB-TV	San Diego, Calif.
KOB-TV	Albuquerque, N. M.
WCPO-TV	Cincinnati, Ohio
WEWS	Cleveland, Ohio
WMCT	Memphis, Tenn.
KRLD-TV	Dallas, Texas

ZIV CHANGES

Florsheim Promoted To Be Sales Manager

PROMOTION of Stanley C. Florsheim to sales manager of the Frederic W. Ziv Co., radio transcription organization, and the addition of four district account executives are being announced today (Monday) by Alvin E. Unger, Ziv vice president in charge of sales.

Mr. Unger said the company is undergoing a steady expansion which reflects a brightened local radio sales picture throughout the country.

Mr. Florsheim

New Ziv account executives are James R. Appel, in Delaware and eastern Pennsylvania; Sidney H. Price, in Syracuse and Ithaca; Earl R. Wooten, Arkansas and markets in northern Louisiana; and Edward L. Schultz in Northern Wisconsin and the northern peninsula of Michigan.

Mr. Florsheim, who joined Ziv in 1948 as an account executive and became eastern sales manager a year later, will make his headquarters in the company's Cincinnati office. Before joining Ziv he was director of advertising and sales promotion for the Adam Hat Stores, and also had served as director of cooperative programs and then merchandising director for ABC for four years. He previously had been an account executive with the Dan B. Miner agency in Los Angeles, and for 10 years was in the transcription business in Chicago in addition to spending seven years as a salesman for the W. A. Sheaffer Pen Co.

Mr. Appel was manager of the General Office Supply Co. in Lancaster, Pa., before joining the Ziv firm. He is former commercial manager of WGAL Lancaster, and also has served as manager of an office equipment and typewriter supply house, and before 1940 was department collector for the U. S. Internal Revenue Dept.

Mr. Price has been with Cramer-Tobias-Meyer, syndicated advertising services, for more than five years, and formerly operated his own photographic business in New York.

Mr. Wooten joins Ziv from the National Republic Lettergram program service, Washington, and formerly was with Chance-Vought Aircraft Co., Dallas. He also has operated his own retail and furniture and appliance store in Wichita, and is a former sales representative of KFBI Wichita. He will report to division manager Elmer Bieser.

Mr. Schultz has operated his own distributorships for Beltone and Telex hearing aids and formerly was with the Prudential Insurance Co. of Kankakee, Ill., and with the Chicago *Herald & American*. He will report to division manager William Nevin.

They know at home

MORE $$ VOLUME

IN LOCAL BUSINESS THAN ANY OTHER STATION IN TOPEKA!

WREN offers you

- top ratings
- wide coverage
- lowest cost per listener

WREN

5000 WATTS

ABC TOPEKA

Represented Nationally by Weed & Co.

COLUMBIA FESTIVAL

KHQ Plans Wide Coverage

KHQ Spokane has planned extensive coverage of the Columbia Basin Water Festival, May 22 through June 1.

Special programs include those by Glenn Lorang, farm director, who will air a show from a different Columbia River basin town during each of the 11 days. A special 10-minute documentary on the development of the Columbia Basin is being prepared by Mr. Lorang for the *National Farm & Home Hour*, May 31.

KHQ news department, head by Tal Tripp, news director, will write and produce a special feature entitled, *The New Pioneers*. Mr. Tripp estimated that KHQ newsmen have traveled more than 2,000 miles, taping interviews with early homesteaders, new settlers and other pioneers.

The New Pioneers will cover early days of the settling of the Columbia Basin, the construction of the Grand Coulee Dam, building of the network of irrigation canals and finally, the arrival of the water on the land this spring.

WEST central regional offices of RCA Victor have been consolidated in one building. New address is 340 Dierks Bldg., Kansas City, Mo.

On All Accounts

(Continued from page 12)

piling a salesmanship manual for a client.

Then each year, new tests are made so that planning may be kept current, Mr. Ver Standig said.

In addition to his advertising agency, this 37-year-old executive operates a researching organization. Letters in his files show that many top agencies use his research unit to come up with "fresh" ideas for their own clients.

As proof of the value of this constant testing, Mr. Ver Standig will point out that in the eight years that his agency has been in existance, there has been only a 1% loss of clients.

Mr. Ver Standig explained that he came to realize the value of testing and research when, beginning in the early 1930's, he bought and resold several small newspapers. "I would buy small papers with the idea of building them up, then reselling them," he explained. "I had to be careful where I invested money, so I did a lot of research beforehand."

Born in Massachusetts

Most of the newspapers with which Mr. Ver Standig dealt were in his native Massachusetts. Born in Boston, March 17, 1915, he attended Boston Latin high school, then was a special student at Harvard U. and Boston U.

He remained in newspaper work until 1942 when he began selling time for WWDC Washington. Then, in 1944, he founded his agency. At that time, his only employe was a parttime secretary, and he had only desk space in another organization's offices.

Today, the agency employs 10 persons in two floors. Mr. Ver Standig can draw much satisfaction from reviewing the past eight years. In 1950, he won the Silver Anvil Award of the American Public Relations Assn. and in 1951, one of the top awards of the Direct Mail Advertising Assn.

He is a member of the board of governors of both the Atlantic and Chesapeake Councils, American Assn. of Advertising Agencies, a fellow of the American Institute of Management, and belongs to the Advertising Club of Washington.

In 1940, he married the former Helen Van Stondeg, who worked in the classified ad department of the *Washington Daily News*. They have two children, John David, 1, and Joan Hope, 4. The Ver Standigs share their home with 14 animals, including dogs, ducks, a parrot and even a monkey!

He finds most of his relaxation in reading—his library numbers some 3000 volumes.

Most of the larger advertising agencies he considers just mass production centers. "We will never be a production line," he declared. "Testing built this agency. And we shall continue to operate that way —we prefer to know where we're going."

SEC ELECTIONS

Lipscomb Named President

CHARLES T. LIPSCOMB JR., president of Pepsodent Div., Lever Bros., has been re-elected president of the Sales Executives Club of New York for 1952-1953.

Other officers elected at club's annual meeting last week were:

Joseph L. Wood, assistant treasurer of Johns-Manville Corp., first vice president, Borden Co., second vice president; Peter F. Fullam, district sales manager, Carolina Absorbent Cotton Co., secretary, and James Werbin, Polygraphic Co. of America Inc., treasurer.

New members of the board of directors are as follows:

Fen K. Doscher, vice president of Lily-Tulip Cup Corp.; M. D. Finehout, special representative for Whitaker Paper Co.; Dr. Paul H. Nystrom, president, Limited Price Variety Stores Assn.; Charles R. Speers, vice president of American Airlines Inc.; Zenn Kaufman, merchandising director, Philip Morris & Co. Ltd.; Leo Nejelski, president of Nejelski & Co.; James C. Olson, partner, Booz, Allen & Hamilton; Philip Salisbury, general manager and editor of *Sales Management* magazine, and Al N. Seares, vice president of Remington Rand Inc.

GREEN GIANT Co., Le Sueur, Minn., reports a net profit of $1,724,928 for the year ending March 31. This equals 3.9% of the gross sales, an all-time high of $44,730,059. Dividend payments, at 80 cents per share, totaled $437,741.

GATES QUINCY, ILLINOIS

Your ONE SOURCE Supply for ALL Broadcasting Equipment NEEDS

THESE OFFICES TO SERVE YOU

QUINCY, ILL. . . . . TEL. 8202
HOUSTON, TEXAS . . . . . TEL. ATWOOD 8536
WASHINGTON, D. C. . . . TEL. METROPOLITAN 0522
MONTREAL, QUE. . . . . TEL. ATLANTIC 9441
NEW YORK CITY . . . . . TEL. MURRAY HILL 9-0200

FTC STAFF FULL

Truman Names Carretta

PROSPECT that the Federal Trade Commission would be "at full strength" for the first time since January to tackle a heavy workload of cases during the summer appeared bright last week with action at the White House level.

President Truman nominated Albert A. Carretta, a Washington, D. C., lawyer and university instructor, to be a member of the commission for an unexpired term ending Sept. 26, 1954. The nomination is subject to Senate confirmation after expected approval by the Senate Interstate & Foreign Commerce Committee.

Mr. Carretta, a native of New York, is an instructor at the Georgetown U. School of Foreign Service. A lawyer by profession, he formerly was with the Securities & Exchange Commission, Office of Price Administration and the Navy Dept. He is a member of the Washington and Virginia bar associations.

Mr. Truman ended speculation on the FTC vacancy after urgent requests from the commission itself, which has been concerned over the prospect of the summer backlog and lack of funds.

FTC Chairman James Mead, former U. S. Senator from New York and attorney, and Comr. Stephen Spingarn made the request in a personal call on the Chief Executive early last month. Mr. Truman also was asked to request additional funds for FTC on behalf of its anti-merger work.

The commission has been functioning with four members since the death of Comr. William A. Ayres last January.

Part of the workload involves, indirectly, the commission's anti-deceptive practices activities touching on misleading radio, and other advertising representations. Monitoring of television continuities has been virtually non-existent, FTC has conceded.

President Truman thus appointed a Democrat to succeed Comr. Ayres, a former Kansas Congressman who was serving his third term at FTC when he died.

Roy Thompson

WITH 28 years . . .

RADIO experience and . . .

TRADE know how, operates . . .

ALTOONA's most community-conscious station . . .

. . . and from community service comes community interest in your product.

Represented by Robert Meeker Associates

ABC

allied arts

DONALD G. FINK, editor of *Electronics* magazine, appointed a director of research operation at Philco Corp., effective June 1.

BARNARD M. DOVER, CBS-Columbia's project engineering department, named project engineer.

VIRGIL B. DAY appointed manager of employe and plant community relations at Receiver Dept., General Electric Co., headquartered in Syracuse.

T. M. DOUGLAS and **S. J. POWERS** appointed vice president and director vice president, respectively, Federal Telephone & Radio Corp., Clifton-Passaic, N. J.

HAROLD SUGARMAN, formerly of Universal, United Artists and Paramount international departments, announces opening of Duex Film Studios Inc., N. Y., to produce dubbed versions of foreign language feature films in English.

WARD L. QUAAL, director of Clear Channel Broadcasting Service, will address National Conference of Farm Bureau Editors at annual meeting June 2 in Atlantic City, on "Getting Your Story to the Public by Radio and Television."

Equipment . . .

GENERAL ELECTRIC Co., Syracuse, N. Y., announces production of new three-station UHF television translator for company's VHF receivers. Unit is designed for mounting inside TV cabinet without disturbing ability of receiver to tune in present 12 VHF channels.

SYLVANIA ELECTRIC PRODUCTS, Inc., Emporium, Pa., announces manufacture of new tube type 6AN4 designed for economical, high efficiency television tuner service. Unit permits use of one set of tubes and circuits for all TV services.

TELEVISION UTILITIES Corp., New Hyde Park, L. I., announces production of two "Private Eye" picture monitors designed for utility monitoring in studio and field operations. Monitor sizes range from 8 to 16 inches.

RCA VICTOR's tube dept., Harrison, N. J., announces availability of double-tier, four-section rack designed to consolidate major TV test instruments in single test location. Rack is available to radio service dealers and servicemen through RCA test equipment distributors.

WORKSHOP Assoc., Needham Heights, Mass., announces completion of new antenna pattern measuring range on site of Natick laboratory. Range will be used for measuring antenna radiation patterns over distance of 1,200 ft. and consists of transmitting tower and receiver where measuring is done.

Technical . . .

PETER F. GALLAGHER, WFIL-TV Philadelphia, to engineering staff, WCAU-TV that city.

WEATHER WARNINGS

Bureau Asks Follow-Up

WHILE paying tribute to radio and TV as savers of life and property, I. R. Tannehill, U. S. Weather Bureau, has asked that broadcasters "please present weather warnings verbatim without embellishment."

Mr. Tannehill, chief, Div. of Synoptic Reports and Forecasts, commented that "It would be difficult to estimate the savings in life and property that broadcast of warnings makes possible."

At the same time, Mr. Tannehill urged broadcasters to follow through when storm danger has passed particular communities. "Each release to radio and press from Weather Bureau offices strives to present the weather warning in as definite terms as is possible considering the weather conditions prevailing at the time.

"More and more attention is being given by local Weather Bureau offices to the second point, that of follow-up with 'all clear' notices when danger has passed. In this way the Bureau, with the help of the many radio and television outlets, hopes to improve its services to the public."

HITS PRICE PROPOSAL

Arnall Cites Dangers

PROTEST against a Congressional proposal to require the Office of Price Stabilization to raise ceiling prices to levels prescribed by laws in various states has been voiced by Price Chief Ellis Arnall.

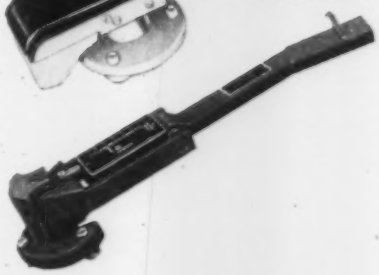
Mr. Arnall advised the Senate Banking & Currency Committee and Chairman Burnet Maybank (D-S. C.) that its proposed amendment to the Defense Production Act "would raise ceiling prices substantially and unnecessarily." He added that the action would result in "very serious consequences" to the nation's economy, and that OPS does not generally override state statutes at present.

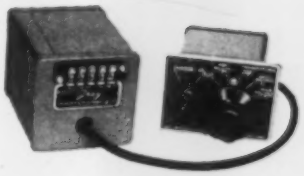
Legislation to restore "fair trade" retail price-fixing laws in 45 states, invalidated by the Supreme Court last year, has been passed by the House and now pends in the Senate. It would revive state laws intended to bar price-cutting on name-brand goods. Under those laws, a price agreement between one manufacturer and retailer was binding on all retailers in the state even if they had not signed the agreement.

NEW broadcast schedule has been announced for WMBI-AM-FM Chicago, Moody Bible Institute stations. AM outlet will broadcast 6 a.m. to 8 p.m.; FM from 6 a.m. to 9:30 p.m.

PERFECT TRACKING

..without tone arm resonance





• That's what you get with the versatile Gray Transcription Arms. Take your pick: There's the new specially designed—viscous damped—Gray 108-B Arm for all speed, all size records. There's the Gray 106-B Arm assuring fidelity of tone for every speed record. Both use GE or Pickering Cartridges.

• For highest tonal quality and new record reproduction from old records, use Gray Equalizers—preferred by leading broadcast stations.

• Remember — for professional broadcast equipment, Gray shows the way. Write for bulletins describing the above equipment.

GRAY RESEARCH

AND DEVELOPMENT CO., INC., 598 HILLIARD ST., MANCHESTER, CONN.
Division of The GRAY MANUFACTURING COMPANY—
Originators of the Gray Telephone Pay Station and the Gray Audograph

PULSE METHOD

Claimed 90.5% Accurate

PULSE Inc. reported last week that the first of a series of tests of its aided-recall roster method of measuring radio audiences showed it was 90.5% correct and that it "very likely" was even better than that.

Pulse said it conducted the experiment in the metropolitan New York area in February, comparing "(1) what actually took place in the home with (2) results obtained when listening in the same home was checked later via the aided-recall technique." The findings, Pulse said, show its technique to be "highly reliable."

Interviewers visited homes between noon and 1 p.m., asking no questions about radio listening but, instead, asserting that they were conducting a survey to learn the make and model of various home appliances. Dial settings of radios in use thus were checked without the knowledge of the persons in the home. Then, following regular Pulse procedure, other interviewers revisited the sets-in-use homes between 4 and 5 p.m. to check on noon-to-1 p.m. listening.

When the memory responses obtained between 4-5 p.m. were checked against the dial settings observed during the noon-1 p.m. visits, Pulse said that "in 90.5% of the cases, the aided-recall technique produced results identical with those reported earlier by the observational method." The comparisons involved 370 homes in which a radio was on at the time of the noon-1 p.m. visit.

Pulse said that for two reasons "it is very likely that the proportion of correct aided-recall responses was even higher than 90.5%."

For example, it was explained, the accuracy of dial observations is limited by several factors, particularly the "bunching" of many New York independent stations in the same general area on the dial and the fact that, especially in older sets, "dial settings may bear no relationship to the frequency as commonly known." In homes where the radios were tuned to network stations the number of correct responses increased to 93.9%, Pulse said.

Additionally, the report asserted, the aided-recall technique reports "listening" whereas the observational method shows "tuning"—"there is no guarantee that, because the set was turned on between 12 noon and 1 p.m., the individual at home was actively listening."

Pulse said this test was the first of a number of experiments that "are planned and will be periodically reported to deal with the several other factors involved in audience measurement."

McHALE QUITS

Democrats Name Rawlings

RESIGNATION of Frank McHale as chairman of the Credentials Subcommittee of the Democratic National Committee and appointment of Calvin Rawlings of Utah national committeeman, to the post, have been announced by Chairman Frank E. McKinney.

Mr. McHale is a minority stockholder in Universal Broadcasting Co. (WISH Indianapolis, Ind.), holding 3% interest, according to FCC records last October. He recently was replaced as national committeeman by the Indiana Democratic State Central Committee, and resigned the subcommittee chairmanship because his term expires at the end of the Democratic National Convention. Mr. McKinney also is a minority stockholder and officer of Universal, of which he formerly was president.

U. OF DENVER

Sets National BMI Clinic

FIRST national BMI program clinic will highlight the sixth annual radio clinic on the U. of Denver campus in a series of radio-television events scheduled to last from June 23 to Aug. 22 as part of the university radio department's summer session program. Attendance of 100 is expected according to R. Russell Porter, UD radio department director.

Events include a television workshop, June 23-July 23 to be conducted by Noel Jordan and the annual radio clinic, July 24-Aug. 22, sponsored by Colorado Broadcasters Assn. which embraces: Broadcast Advertising Bureau clinic, July 29; television commercials workshop, July 24-26, conducted by Mr. Jordan; a three-day seminar on radio sales, July 30-Aug. 1, conducted by Maurice Mitchell, vice president and general manager of Associated Program Service.

GREENWICH PLEA

Asks FCC AM Action

APPEAL for separate FCC action on its AM application at Greenwich, Conn., has been filed by Greenwich Broadcasting Corp., operating WGCH (FM) since Dec. 6, 1948. The company applied for AM and FM jointly but the AM application was held up because of a conflict with a Norwalk applicant who soon withdrew.

The petitioner says its AM case has been lying around the FCC all this time, having been consolidated with World Wide Broadcasting Corp. cases (WRUL WRUS WRUW WRUX WRUA Scituate, Mass.), apparently because Walter S. Lemmon is an officer and principal stockholder in World Wide and Greenwich. Having lost $50,000 on FM while waiting for an AM grant, Greenwich asks that its AM petition be separated from the World Wide cases. Eliot C. Lovett, Washington counsel, filed the petition for Greenwich.

Open Mike

(Continued from page 18)

lose its effectiveness at the ... limits, but covers and sells the ... tire marketable area.

Howard mentioned that the ... figures for thriving San Antonio ... not include the military. Likewise ... our 1950 figures did not include ... Naval personnel in this, the larg... Naval port of the United Sta... (Norfolk stations please co... Just to top it all off—the Uni... States has just made a spec... census in San Diego and found ... city population has increased 2... since the 1950 census!

I have fond memories of San Antonio, but the fact is—... KCBQ can truthfully say "the mo... listened-to station in the nation's *fastest growing major market.*"

Charles E. Salik
President
KCBQ, San Diego, Calif.

PROMOTION STUNT

Brings Revolver in Wh...

HAZARDS of radio promotion were demonstrated when Larry Miller, control operator, WCSC-AM-FM Charleston, S. C., found himself facing a .38 calibre revolver.

Mr. Miller donned a dark cloak and a slouch hat and slinked

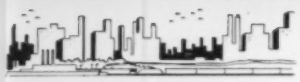
Mr. Miller in promotion costume.

through Charleston streets to promote WCSC's presentation of *I Was a Communist for the FBI*, a Frederic W. Ziv Co. production.

Mr. Miller entered a market, approached the cashier and asked to see the manager. Mr. Miller didn't know the store had been robbed three times in the past year. The cashier drew out a .38 calibre revolver and looked too serious for Mr. Miller's comfort. He quickly identified himself and decided that from now on he will stick to the intricacies of the control room.

NEW show on KFRC San Francisco, *Faces and Places*, gives detailed account of personalities and places in the news.

TOP RATINGS AGAIN . . . In Latest Pulse Surveys!



KMTV Continues to Lead In Omaha Area

KMTV is again top TV station in the rich 130,000 set Omaha area. Latest Pulse figures (week of April 13, 1952) show that KMTV leads in 68 out of 100 nighttime (6-11 pm) quarter-hours —Monday thru Friday. This is BETTER than 2 to 1.

The survey shows that 4 of the top 5 multi-weekly programs telecast in the Omaha area are viewed over KMTV. Pulse also reveals that of the 5 leading once-a-week programs, 4 are carried by KMTV.

For the best in TV coverage of the rich Omaha area, contact Katz Agency or KMTV today.

KMTV CBS DUMONT ABC
OMAHA 2, NEBRASKA
CHANNEL 3
Represented by KATZ AGENCY

KMA Dominates Vast Rural Midwest Area

Pulse figures released in January, 1952 for 23 rural Iowa, Nebraska and Missouri counties show KMA is the Most-Listened-To-Station during 234 quarter-hour periods through the week. This is more than all other radio stations heard in this area combined.

KMA's ½ millivolt area contains immense buying power. Total estimated retail sales for 1950 were $2,819,660,000 (Consumer Markets). 1950 census reports that total population in this area, which includes parts of Iowa, Nebraska, Missouri and Kansas, is 2,779,531. Farm population totals 732,500.

To get more concentrated coverage of this prosperous rural market, contact Avery Knodel or KMA today.

KMA 5000 WATTS 960KC
SHENANDOAH, IOWA
Represented by
AVERY-KNODEL, INC

MAY BROADCASTING COMPANY

REACHES 93,217 RADIO FAMILIES
WEOK
POUGHKEEPSIE
REPRESENTED BY
EVERETT McKINNEY, INC

TELECASTING

IT'S NOT JUST SETS BUT SATURATION THAT COUNTS

Why beam your message in a multiple station market where set count is high and actual coverage is low when here in the Billion Dollar, 174,000 set, Market of Toledo and Northwestern Ohio you get saturation plus on WSPD-TV.

A recent survey by the University of Toledo Research Department conclusively proved that 90% of the TV viewers in our area preferred WSPD-TV—98% of the sets are in operation in the evening, 3.7 average viewers per set,—and over 85% played tuned to WSPD-TV. Here's your captive audience at an amazingly low cost—phone Tom Harker or Katz for the rate on "Spreedy"—the TV station that guarantees audience delivery to your commercial.

WSPD TV AM-TV

Storer Broadcasting Company

Represented Nationally by KATZ

in our 7th year

THE CABLE IS COMING!

THE COAXIAL CABLE ARRIVES IN HOUSTON

JULY 1st!

KPRC-TV will carry the political conventions and campaigns during this YEAR OF DECISION! The promise of complete coverage of these vital events has already SKYROCKETED the Great Southwest TV market.

A GIANT promotion and merchandising campaign backed by KPRC-TV, the Houston Post and TV dealers and distributors is underway! TV sets are SELLING LIKE HOTCAKES! By July 1, Houston's TV audience will be GREATER than ever before!

Arrival of the Coaxial Cable Coupled with KPRC-TV Coverage of This Year's Political Events Promises a Dynamic Medium for All Wide-Awake Advertisers!

Plan Your Summer Campaign to Coincide with Houston's Vast New Audience!

KPRC-TV

Channel 2 • Houston

JACK HARRIS
General Manager

Nationally Represented by
EDWARD PETRY & CO.

TV MONEY FOR FCC

$600,000 More Recommended

FCC's FUNDS future brightened considerably last week on Capitol Hill as the Senate Appropriations Committee approved additional money for the expressed purpose of processing TV applications [●T, May 26].

The action came with these sidelights:

● Sen. Ed C. Johnson (D-Col.) said he thought the additional $600,000 for fiscal 1953 would be a great help in overcoming the logjam caused by the impossible freeze and its lifting."

● The Senate committee inserted in the Independent Office Appropriations Bill an amendment that would request FCC to investigate the possibility of initiating "fair and equitable" fees and charges "in connection with the licensing of television stations, in order that such work of the Commission may be made self-sustaining to the fullest extent possible. . . ."

The House recommendation of $8,108,460 for the operation of FCC in fiscal year 1953 (begins July 1, 1952 and ends June 30, 1953) otherwise was left intact. With the addition of $600,000 for TV, total budget suggested by the Senate committee amounts to $8,708,460, a figure that is $1,366,540 less than President Truman's recommendation and only $122,910 above the prior year's appropriation.

15 Team Gain

Sen. Johnson said that his quick estimate would be that the FCC needs to gain 15 examiner teams, which include hearing examiners, attorneys, engineers, accountants and clerk-stenographers.

Sen. Johnson and 11 other members of his 13-man Senate Interstate & Foreign Commerce Committee a fortnight ago formally petitioned the Senate Appropriations Subcommittee on Independent Offices to approve $800,000 for the purpose of relieving the TV application workload.

The Johnson Committee had estimated that each examiner team would require about $40,000. Thus, the Senator said, if the appropriations unit's recommendation is approved by Congress, FCC would benefit by 15 additional teams.

Sen. Johnson said he was "disappointed" that the group did not okay the full amount. But, he asserted, his committee's job is "to go to work now to see that we get the full amount approved on the floor of the Senate."

The Appropriations Committee approved the recommendations of its subcommittee, which is under the chairmanship of Sen. Burnet R. Maybank (D-S. C.).

Its mention of license fee charging would apply to TV licenses only. The committee in its report pointed to the 1952 Independent Offices Appropriations Act which authorized such assessment on a trial basis. The section which contained this reference was Title V.

FCC up to this time has not seen fit to go into the possibility of assessing charges or fees for servicing applicants. However, the Senate group's recommendation requests the Commission to study the question and to report back to the "respective legislative committees."

The committee said it approved additional funds when informed of the TV freeze lift that "will make possible 1,900 more stations in 1,200 more locations, whereas at the present time there are 108 television stations located in 66 communities."

A few days earlier, the Maybank Subcommittee released FCC's testimony of last April.

In data submitted to the subcommittee during the hearings, FCC Vice Chairman Rosel H. Hyde warned that even if the proposal of 20 more examiner teams be approved, "we would still not be current in the handling of television applications at the end of 1953." He also estimated that there would be a delay of about three months in filling the new positions.

FCC had predicted it would have 159 TV station CPs by June 30, 1952, 459 the same date in 1953.

Won't Go Far?

Another assertion by the Commission, raising doubts as to how far the $600,000 could go in improving the processing line, was made in its data supporting its request for restoration of funds cut by the House.

In its analysis, the Commission estimated that the correct figure for 20 teams to be $1,020,740. To arrive at this figure, the FCC, while accepting Sen. Johnson's estimates, added money needed for expenses such as travel, materials, supplies and office equipment.

Comr. Hyde said:

Even if we receive everything requested for us in the President's budget we would still, in television, wind up very substantially behind at the end of the 1953 year. For example, we would still have filed with the Commission approximately 635 applications that we would not even have reviewed in order to determine whether they could be granted. We would still have before us approximately 200 additional applications which had been reviewed but because of problems such as the existence of conflicting applications were in a hearing status.

Speaking of FCC's workload, Chairman Paul A. Walker told the subcommittee that the Commission "has now reached a point where in order to get out the large volume of work many things are done which store up trouble for us in the months and years ahead."

Paring Other Activities

Chairman Walker also asserted that if given the employes as suggested by Sen. Johnson, "I think we can handle the television matter."

FCC's data indicated that the Commission was paring other activities to a bone in order to handle television.

Speaking of July 1, when processing is slated to begin, FCC told the subcommittee that "three months hence, when we must begin to process applications, the Commission will be in the position of a man trying to empty Lake Michigan by dipping furiously with a teacup. The job will be tremendous."

The Commission noted that in addition to its TV problem, "the number of radio stations is increasing and will continue to increase." Therefore, FCC said, it expected rapidly mounting interference problems. These are becoming "more and more serious and the Commission is being given less and less staff to handle" them, it said.

Estimated number of AM stations in 1952 was 2,485, and in 1953 the figure would be 100 more as of June 30 of that year.

"The situation in our field-engineering and monitoring program is already acute," FCC asserted, and would become more so if the House cut was allowed to remain (which was the case).

50 MILLION TV SETS

Sarnoff Foresees In Five Years

FIFTY million TV sets and 1,500 stations within the next five years were predicted last week by Brig. Gen. David Sarnoff, RCA board chairman, when he spoke Wednesday at a Life Insurance Assn. of America meeting in Hot Springs, Va.

Noting that there are some 17 million TV sets and 108 outlets, Gen. Sarnoff said, "within the next five years, there will probably be 50 million television receiving sets and avout 1,500 television broadcasting stations with a potential viewing audience of 150 million persons." Every home equipped with a TV receiver will be within range of video transmission, he added.

Declaring that electronic contributions to health and life expectancy are tangible even now, he pointed out that both radio and television donate to well being by providing information, entertainment and relaxation. Television and its Vidicon tube have also been incorporated in the electron microscope, he explained, helping scientists to study live microbes without using identifying dyes or lights of germ-killing intensity.

"It is now feasible to combine the automatic devices which have been developed for radio-television to form a complete electronic accounting system for even the largest business organization," Gen. Sarnoff said. "Such a system would provide for the the translation, storage, computation, processing and printing of pertinent facts and information."

Explaining that these electronic systems can graduate from high-speed arithmetic to high-speed reading and writing too, he observed, "the information that we compress today on punch cards will be further compressed by storing the necessary figures and words on magnetic tapes which can be scanned at the speed of many thousands of words a minute."

REPORT LEGALITY

KVOL Petition Challenges

CONTAINING premises which challenge the basic legality of FCC's Sixth Report and Order lifting the TV freeze, a petition for reconsideration or rehearing was filed with the Commission last week by Evangeline Broadcasting Co., licensee of KVOL-AM-FM Lafayette, La. [B•T, May 26]. Evangeline Broadcasting is a TV applicant.

Filed by the Washington law firm of Arthur W. Scharfeld, the KVOL petition requests FCC to reconsider its Sixth Report and return VHF Channel 5 to Lafayette or "reopen the record for further hearing with respect to the allocation of television channels" there.

KVOL charges the Commission action, changing Channel 5 to Alexandria, La., instead of assigning it to Lafayette as proposed earlier, violates provisions of both the Administrative Procedure Act and the Communications Act.

KVOL contends the channel change "is illegal because the Commission did not give notice of such action as required by the Administrative Procedure Act."

The petition notes that the Third Notice of Further Proposed Rule Making of March 24, 1951, proposed to allocate Channel 5 to Lafayette along with UHF Channel 38. VHF Channels 11 and 13 were proposed for Alexandria.

"Petitioner did not file any comments against the proposed allocation of channels to Lafayette or Alexandria because it was satisfied with the proposed allocations," the petition states, continuing, "it did not file any comments in favor of the proposal for Lafayette because no person opposed the proposed allocation of channels to Lafayette."

FCC's Sixth Report, "purportedly based upon the record made in response to the said Third Notice," assigned UHF Channels 38 and 67 to Lafayette, "deleting VHF Channel 5 and assigning it to Alexandria . . . instead."

Quotes Reasons

The petition quotes reasons given in the Sixth Report for this action: In substance, VHF Channels 11 and 13 were removed from Alexandria in favor of larger Galveston, Tex., and Biloxi, Miss., under Zone III's 220-mile co-channel separation rule. Alexandria, left without VHF, is entitled to Channel 5 rather than Lafayette since former has "a somewhat larger population" (35,000) than the latter (34,000 pop.).

The petition argues that "the Commission's notice in this rule-making proceeding did not, directly or indirectly, give notice to interested persons (including petitioner) of the possibility that Channel 5 would not be assigned to Lafayette for the reasons invoked by the Commission. Nor could petitioner (or any other person) have anticipated reasonably that, without counter-proposals by any person or the Commission, the Commission might adopt a co-channel mileage separation for VHF channels in the Lafayette areas of 220 miles" and that this would result in the channel changes involved.

"As a matter of fact," the petition continues, "it would have been unreasonable for petitioner to have anticipated the result reached by the Commission in view of the Commission's express rejection of a 220-mile co-channel separation in the said Third Notice." FCC proposed 180 mile separation for VHF in that notice.

"Thus, the Commission not only failed to give notice of the possibility of the result it reached," the petition concludes, "but actually misled the petitioner to believe that the possible use of a 220-mile separation had been carefully considered and rejected."

KVOL further charges it was "denied adequate legal notice of the Commission's purposed allocation" to Lafayette "because of the failure of the Commission to adopt technical standards for television stations before requiring interested persons to plead to the Commission's proposed specific allocation table of assignments of channels."

KVOL also contends the change of Channel 5 to Alexandria on population basis alone is "arbitrary" and violates Sec. 307 (b) of the Communications Act. No evidence on the communities, their needs and natures were in the record, KVOL notes.

Another violation of the Act, Sec. 309 (a), is charged on grounds that KVOL is denied a hearing on its pending application for a TV station since requested Channel 5 has been removed.

The petition concludes:

What the Commission has done in this rule-making proceeding, therefore, is to prejudge the petitioner's application without giving it the opportunity of presenting, by means of its rightful hearing, all of the facts relevant to determining that the facilities requested by the petitioner would provide a fair, efficient, and equitable distribution of television facilities, and has decided on the basis of inadequate and partial information that Channel 5 should be used in Alexandria rather than in Lafayette. Thus, the Commission has violated the provisions of Section 307(b) and 309(a) by allocating television channels independent of specific applications and the Commission's Sixth Report and Order herein is, therefore, invalid, contrary to law, and unlawfully denies the rights accorded petitioner by Sections 309(a) and 307(b) of the Communications Act.

television applications

Digest of Those Filed With FCC May 23 through May 28

(† Indicates pre-thaw application re-filed.)

Boxscore	VHF	UHF	Total*
Applications filed since April 14	26	13	40

* One applicant did not specify channel number.

Listed by States

† DENVER, Col.—Eugene P. O'Fallon Inc., Ch. 2 (54-60 mc), ERP 56.5 kw visual; antenna height above average terrain 778 ft., above ground 200 ft. Estimated construction cost $364,500, first year operating cost $520,000, revenue $500,000. Studio location 546 Lincoln St., Denver. Transmitter location Lookout Mtn., East of Highway #68 next to Cody Monument Property, 39° 43′ 50½″ N. Lat., 105° 14′ 11″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Loucks, Zias, Young & Jansky, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Applicant is licensee of KFEL Denver. Principals include President **Eugene P. O'Fallon** (98%), general manager KFEL-AM-FM Denver and major stockholder of Electronic Network Inc., Muzak franchiser, Denver; Vice President **Joseph A. Myers,** Denver attorney, and Secretary-Treasurer **Frank L. Bishop,** assistant general manager of KFEL-AM-FM and vice president and treasurer of Electronic Network. Address: Albany Hotel, Denver 2, Col.

† AUGUSTA, Ga.—The Georgia-Carolina Bcstg. Co., Ch. 6 (82-88 mc), ERP 18.6 kw visual; antenna height above average terrain 600 ft., above ground 450 ft. Estimated construction cost $88,000 (this does not include several major items of equipment already purchased and on hand; when first application was prepared in April 1950, applicant estimated construction cost at $103,000), first year operating cost $200,000, revenue $250,000. Studio and transmitter location 1305 Georgia Ave., North Augusta, 33° 30′ 27″ N. Lat., 81° 57′ 42″ W. Long. Transmitter DuMont, antenna RCA. Consulting engineer A. D. Ring & Co. Applicant is licensee of WJBF Augusta. Principals include President, Treasurer and General Manager **J. B. Fuqua** (94%); Vice President **D. M. Kelly** (4%), station manager, and Secretary **Steve Manderson** (2%), commercial manager. Address: Radio Station WJBF, P. O. Box 490, Augusta, Ga.

† LAFAYETTE, Ind.—WFAM Inc., UHF Ch. 59 (740-746 mc), ERP 20.54 kw visual; antenna height above average terrain 372 ft., above ground 369 ft. Estimated construction cost $158,700, first year operating cost $75,000, revenue $75,000. Studio and transmitter location on McCarty Lane, Lafayette, 40° 23′ 40″ N. Lat., 86° 50′ 15″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Guilford Jameson, Washington. Engineer Harry C. Garba, WASK and WFAM (FM) Lafayette. Applicant is licensee of WASK and WFAM (FM) Lafayette. Sole owner is **O. E. Richardson,** who has no other business interests. Address: McCarty Lane, Lafayette, Ind.

† DULUTH, Minn.—Red River Bcstg. Co., Ch. 3 (60-66 mc), ERP 25 kw

(Continued on page 66)

UHF-VHF BIDS

Ten Applications Fi

LAST WEEK saw more applications filed for new television stations with the FCC than during any other week since the one following the release of FCC's Sixth Report and Order [B•T, April 14].

There were three applications filed by TV stations which are required to change their frequencies as provided in one part of the Sixth Report. And there were a total of ten new and amended applications filed, seven requesting VHF outlets and three seeking UHF stations.

Stations requesting a change in their channel assignments are WBRC-TV Birmingham, Ala., to move from Channel 4 to Channel 6; WKRC-TV Cincinnati, Ohio, to move from Channel 11 to Channel 12 and WHIO-TV Dayton, Ohio, to move from Channel 13 to Channel 7.

Three new TV applications were filed. They came from the Baptist General Convention of Texas, asking for Channel 6 in Corpus Christi; KFEQ St. Joseph, Mo., seeking Channel 2, and KTBE Lufkin, Tex. requesting Channel 3 [B•T, May 26].

Among the amended applications received was one from Eugene P. O'Fallon, president of KFEL Denver, for Channel 2. Two newspaper-owned radio stations amended their TV applications, too. These were WENY Elmira, N. Y., owned by the Gannett Co.'s *Elmira Star-Gazette*, for UHF Channel 24 and WDHN (FM) New Brunswick, N. J., owned by the *New Brunswick Home News*.

In Florida, four well-known Tampa businessmen announced that they plan to file for Channel 13 in that city. Organized under the name Orange Television Broadcasting Co., the company is headed by President Dave Falk, president of the Tampa Chamber of Commerce and of O'Falk's Store. Others are Vice President James W. Warren, vice president and general manager of the Tampa Coca-Cola Bottling Co.; Treasurer Jack Peters, vice president and general manager of the Bentley Gray Wholesale Dry Goods Co. and immediate past president of the Rotary Club, and Secretary Cody Fowler, attorney and former president of the American Bar Assn.

None of the four is financially interested in any other radio or newspaper properties in the Tampa area, although Mitchell Wolfson, president of WTVJ (TV) Miami, is a cousin of Mr. Falk.

TV APPLICANTS HESITATE

New Filings Still Slow

WHERE is the avalanche of TV applications predicted following the lifting of the TV freeze?

"It's still getting underway."

"There's plenty of interest . . . up to expectations . . . we'll hit 1,000 bids by July 1 all right."

"It's coming, but it won't be quite as big as we guessed."

The question was put to a number of Washington radio-TV law firms last week and drew those typical answers. The exchange was prompted because only some 40 new and amended applications had been received by FCC six weeks after issuance of the Sixth Report, which finalized the revised allocation plan and set July 1 as the date on which the Commission will commence processing of applications [B•T, April 14].

Representing a fair range of opinion, the responses from the attorneys indicate:

● Most lawyers have large numbers of applications in preparation and so far have filed none or only a few.

● Delay for the most part is because of sheer detail and mechanics of preparation.

● Some are holding up filing until the last minute for "tactical purposes."

July 1 No Deadline

● Others noted July 1 "is no deadline" and since big stakes are involved, careful preparation is more important than early filing.

● Still others observed that some of their applicants are far down the processing lines on city priority listings, "so what's the rush?"

● Majority of applications in preparation represent existing broadcasters, part of whom have included persons new to radio in order to swing financing.

● There is a substantial "new money" minority among TV applications in preparation, although certain attorneys indicated greater interest than expected from newcomers to the industry while others reported less.

● Majority of attorneys contacted reported no big problem so far in obtaining informal clearance of tower sites with Civil Aeronautics Administration sources. One firm is filing final CAA approvals with its bid.

● Some broadcasters, who heretofore talked the big money of TV with ease, are "burning midnight oil" to make up their mind whether or not to take the plunge. "Now it's fish or cut bait," as one attorney put it.

● Reason for forced showdown is FCC's Sixth Report and processing procedure, several sources explained. Otherwise, they noted, many broadcasters would take their time to "see how things go" before deciding.

● Fear of UHF in couple of quarters was evidenced on part of both newcomers and experienced broadcasters in view of UHF priority or "push" by FCC (ghosts of FM days) and tenor of talks by Comr. Robert F. Jones, who dissented from Sixth Report [B•T, May 26, 5]. Greatest reluctance continues in intermixed VHF-UHF markets.

● A very few attorneys felt newcomers are hesitant to put investment capital into TV because of long delays seen for major markets. Since companies initially are set up on basis of stock subscriptions and loan commitments rather than pigeon-holing money itself, capital will be working elsewhere until needed, they noted.

● Most-often-heard reasons for slowness of newcomers to enter TV, where reluctance apeared, are fears of government regulation (FCC) and future of UHF and lack of know-how in field.

One law firm—not one of the biggest—reported 30 to 40 applications in preparation with none filed by that firm to date.

"There's plenty of interest . . . up to expectations," a principal partner said. The industry "will meet the 1,000 quota" expected by July 1, he predicted.

Within the past three weeks his firm received "10 to 12 new applications we hadn't planned before to file," he said. Most of these represented money new to broadcasting.

The same attorney has experienced no reluctance about UHF except in intermixed cities. In fact, he recalled, he has two UHF bids in preparation for cities of 10,000 population. The market areas to be served, however, include over 100,000 persons, he said.

The partner noted FCC's use of city rather than market populations in the city priority listings tends to make an area seem less desirable than it actually is.

Indication of the backlog of applications in preparation was given by the attorney when he observed in certain cases he has had to do considerable shopping to find consulting engineers able to take on his work. Same-city conflicts were chief reasons for refusals, he explained.

Spokesman for one large firm which devotes only part of its efforts to broadcasting reported a "healthy amount of new money coming into television," through bids by newcomers. This firm had advised all clients to wait until the end of the freeze to file applications and now has many in preparation.

"It will take a couple of months to do the job," he said.

Fear because FCC is "pushing UHF" was reported expressed by a few clients. FM history was recalled.

"There is some feeling that if they wait they can buy in later as cheaply as now," he observed, explaining, "some stations will need more financing."

Slow Filers

Another law firm's partner observed applicants are "slow getting data in," hence delay in filing. His firm feels it is more important to file an application that "really means something" than to be on file early. Some of those who rushed "had their applications bounce back," he noted.

Although his firm's applicants in the majority are established broadcasters, it does have some newcomers. A few broadcasters are expanding to bring in outsiders, too, he noted.

Principal in another law firm which devotes a majority of its time to radio-TV also reported "proper preparation" of applications is of greater concern than filing quickly.

"Without exception," he said, "all are broadcasters in this thing for keeps."

"July 1 is no deadline," the attorney noted, commenting that because of careful preparation anyone who "crosses swords" with any of his clients "will have a rough time, right on through the Court of Appeals."

He noted some difficulty in trying to keep up with the "shifting of the tide from one thing to another in interpretation of the new rules." He mentioned Sec. 3.613 concerning location of main studio: "The main studio . . . shall be located in the principal community to be served."

"Common sense tells you that means within the metropolitan area," he said, but "certain of the Commission staff have said it means within the city limits." Site hardships and added expenses would ensue in many cases, he noted.

Partner in another firm reported one newcomer to the industry plans to file applications, in which he would have minority interest, for some 11 cities. Same firm also may possibly file a similar group of applications for as many as nine cities.

He said his "strong applicants" have been urged to file early so as to let "others in their markets line up for the remaining channels."

A number of his firm's applicants now in AM radio, he said, have large outside business interests and hence will bring in considerable

(Continued on page 74)

STATION ENGINEERS at TV camera demonstration at RCA Labs., Camden, N. J., [B•T, May 26] are (l to r): Samuel Geise, WNAR Norristown, Pa.; Thomas Linxwiler, KWKH Shreveport, La.; Richard Ashenfelter, WCVS Springfield, Ill.; R. W. Caughey, WHP Harrisburg, Pa.; James Schultz, KQV Pittsburgh; N. L. Hobson, RCA; Robert W. Oliver, Pogue & Neal, Washington, D. C.; George Wetmore, WXKW Albany, N. Y.; H. C. Weber, RCA; Lt. Bert Fagan, U. S Navy, Washington, D. C.; Jack Jones, KWKH; Charles Brady, McIntosh & Inglis, Washington, D. C.; E. T. Griffith, RCA; Harold Dewing, WCVS; William Birchfield, WHAN Charleston, S. C.

ABC-UPT HEARING

Four Testify on Coercion

LAST WEEK's chapter in the lengthy ABC-United Paramount Theatres merger hearing before FCC continued detailed probing into past film distribution and theatre-ownership policies of Paramount and other major film producers [B•T, May 26].

Four more theatre owners testified. They alleged that the major motion picture companies would not rent them first run pictures, or would not rent any pictures, or tried to coerce them into a profit-sharing deal in return for good films.

The theatre operators claimed the situation changed for the better about the same time that the major motion picture firms entered into their consent decree with the Justice Dept. after the Anti-Trust Division's probe into the practices of the film companies.

On the stand were Donald B. Leverett, Overton, Tex.; Carl B. Knudson, Seward, Neb.; Mrs. Evelyn E. Anderson, Boone, Iowa, and Arthur Goldberg, Omaha, Neb.

The hearing being held before FCC Hearing Examiner Leo Resnick, seeks to determine, among other things, if ABC and United Paramount Pictures should be allowed to merge, if Paramount Pictures Corp. is qualified as a TV broadcast station licensee (it owns KTLA (TV) Los Angeles), whether Allen B. DuMont Labs. (WABD (TV) New York, WTTG (TV) Washington and WDTV (TV) Pittsburgh) is controlled by Paramount Pictures through its Class B stock holdings.

EQUIPMENT NEEDS

FCC Holds Key, NPA Told

FUTURE materials needs of the commercial broadcast equipment industry will depend upon the speed with which FCC licenses new TV stations, the government was advised last week.

At the same time, the National Production Authority announced that quotas of controlled metals for radio-TV sets will be pegged higher in the last half of 1952 to enable manufacturers to meet seasonal consumer demands.

Members of a Broadcast Transmitting Equipment industry group predicted that the first "heavy" batch of orders for station equipment is still more than a year away.

Manufacturers reported that even if some UHF licenses are granted by the Commission by year's end, their biggest problem would be technical difficulties in constructing station equipment. Many manufacturers already have placed orders for parts to build transmitters and related equipment.

Bottlenecks Prevail

Key components are still in short supply, with bottlenecks in both military and civilian production. Aside from components, rapid changes in military design and technical personnel shortages have posed a steady problem. Scarce components are transformers (especially audio), crystals, relays, small fractional horsepower motors, capacitors, cathode ray tubes.

With respect to engineering, some manufacturers reported they have enlisted foreign technicians (some DPs) from Europe. NPA promised to take action designed to speed personnel imports.

Diversion of technical industry help to military contracts has been a major factor in NPA's decision to retain most restrictions on mass production of colorcasting equipment. An amended order [B•T, May 12] was still under NPA study after being routinely circulated among government agencies last week.

On the receiving end, household radio-TV sets generally will fare much better during the third and fourth quarters than in April-June as well as other durable goods, with one exception—in copper brass mill and foundry products. Manufacturers may file supplemental bids for additional carbon steel or aluminum, however, to compensate.

Radio and TV receivers and other goods will receive varying allotments "depending on the possibilities of substituting less critical materials," NPA said.

Third quarter quotas are up for all materials used by set makers—5% for carbon and alloy steel and for copper wire mill, and 15% for aluminum. Set manufacturers are earmarked for a minimum of 20% on brass mill and foundry products. These increases are based on percentage use of the pre-Korean war base.

NPA pointed out that higher level of allotments starting July 1 will enable radio-TV manufacturers and others to meet seasonal demands, and that the third and fourth quarters are "the months of heaviest production" for them.

Bracketed with receivers for the same boost are TV and auto antennas (for replacement purposes), coin-operated phonographs, commercial recording discs and phonograph needles.

Increased allotments will be reflected in Christmas buying in established TV markets of new video receivers—either as initial purchases or as set replacements. Whatever additional demand may be created for sets in a potential handful of new markets by year's end also will be met with ease, industry authorities feel.

Last week's action is no more significant than that, although it might be a harbinger for materials in 1953 (see story page 89) when new VHF-UHF stations take the air in more prolific quantity. Of that outlook NPA Administrator Henry H. Fowler said last Wednesday:

> We must remember that the mobilization program is only half complete, and direct defense requirements for materials are still growing. . . . Authorization to many civilian industries will still be below their pre-Korean rate of use of the controlled materials, despite these welcome increases in allotments.

Assists on Atlass Bids

CHARLES GUGGENHEIM, chief producer of the Ford Foundation's fund for an adult education project experiment in educational television at WOI-TV Ames, Iowa, is working with Ralph Atlass in Chicago for seven weeks as a consultant for three television applicants. These will involve the stations in which Mr. Atlass, general manager of WIND Chicago, has an interest. In addition to WIND, stations are KIOA Des Moines and WLOL Minneapolis. Mr. Guggenheim, who worked for the Louis G. Cowan package firm and CBS, will assist in plans for TV operations.

ANTENNA TREND

Reported to NPA

TREND in TV antenna sales is from metropolitan to "fringe" areas, with a resultant increase in ratio of metal-to-antenna because of more bays or receiving units.

This "recent development" was reported to the National Production Authority by an Antenna Manufacturers Industry Advisory Committee last week. One producer reported a distributors poll showed sales of 39% in single-bay, 50% in two-bay and 11% in four-bay antennas.

About 15% of all antenna sales for television is for replacements, the industry group estimated. Members predicted this figure will rise with licensing of new UHF TV stations that will provide an additional market for antennas tuned to the new frequencies.

Manufacturers of TV antenna towers; commercial, industrial, military and home-type antennas (indoor, outdoor and built-in), and automobile radio antennas were represented at the meeting.

Disney TV Trailer

AS PROMOTION for its new feature film, *The Story of Robin Hood*, Walt Disney Productions plans telecasts of a quarter-hour trailer, *The Riddle of Robin Hood*, in 63 TV cities from June 15 through July. The TV trailer features behind-the-scenes production and research for completion of the full-length feature, and already has been released to schools.

NEWLY-ELECTED officers of the Television Assn. of Philadelphia for 1952-1953 are (seated, l to r): Martha Gable, WFIL-TV, board member; Arthur Borowsky, publisher, *TV Digest*, president; Ethyl Foster, secretary, and Gordon Walls, WCAU-TV, treasurer; standing (l to r) are Franklin Roberts, of W. S. Roberts Adv., vice president; Charles Vanda, WCAU-TV, chairman of the board of governors; Mort Farr, president, National Appliance Dealers of America, board member; Paul Phillips, of Aitken-Kynett Adv., board member; Andrew Keay, WFIL-TV, board member; Joe Cox, of J. Cunningham Cox Adv., board member, and Walter Erickson, Gray & Rogers Adv., board member.

DR. ALLEN B. DuMONT (l), president of Allen B. DuMont Labs. Inc., is decorated with the rank of Chevalier in the National Order of the Legion of Honor by French Consul-General Jean de Lagarde for Dr. DuMont's service to the Allied cause during World War II and his contributions to French and American commercial relations.

CONTROLS STAY

Senate Group Ducks Action

TO the new 83d Congress should fall the task of deciding whether wage, price, and other economic controls should be continued after March 1, 1953, the Senate Banking and Currency Committee recommended last week.

The committee filed majority and minority recommendations on the Senate floor last Wednesday for extension of the Defense Production Act, which expires June 30. Senate Majority Leader Ernest W. McFarland (D-Ariz.) called for an early show-down vote.

Chairman Burnet Maybank (D-S. C.) and his Banking Committee had voted earlier on various provisions of the Act. Last week the group issued its report while the House counterpart committee wound up hearings on similar legislation. It hopes to draft a bill this week.

Except for one instance—consumer credit controls were to be extended until June 30, 1953, instead of March 1, cutoff date on wages and prices — the Senate group adopted its tentative votes [B•T, May 26] and gave reasons for its actions.

The cost allowance formula (for advertising, selling, etc.) authored last year by Sen. Homer E. Capehart (R-Ind.) was not touched on greatly and appeared likely to survive any administration thrusts in Senate or House floor debate.

Ralph Rockafellow

RALPH ROCKAFELLOW, 54, director of advertising, publicity and promotion for Paramount Television Productions Inc., New York, died suddenly last Monday night. Before joining Paramount in 1948, he had been associated with several advertising agencies, including Young & Rubicam and Buchanan & Co. Surviving are his wife, Desiree; a son, Ralph Jr., and a daughter, Mrs. Richard Wayne.

Established — and Growing!

United Press

THE WORLD'S BEST COVERAGE OF THE WORLD'S BIGGEST NEWS

BMI TV CLINIC

192 Attend Sessions At Beverly Hills

INSTEAD of classifying television an advertising medium and comparing its costs to those of other media, look upon it as a selling force and compare cost with other ways of selling.

This was the advice George L. Moskovic, manager, TV development, KNXT (TV) Hollywood, gave 165 broadcasters from 11 Western states and Hawaii in attendance at the Broadcast Music Inc. TV clinic held in Beverly Wilshire Hotel, Beverly Hills, May 26-27. Attendance jumped to 192 on the second day.

Mr. Moskovic told a Monday afternoon session that "Television, properly used, is not an expensive type of advertising; it's the cheapest form of mass selling ever known."

Donn Tatum, TV director, ABC Western Div., presided over the Monday morning session, at which Roger Clipp, manager WFIL-TV Philadelphia discussed *TV's Newsreel Operation*. Robert D. Swezey, executive vice-president, WDSU-TV New Orleans, spoke on "Every Town a Show Town, U.S.A. Yeah?"

Klaus Landsberg, vice-president and general manager KTLA Hollywood, told broadcasters at the Monday morning session that TV will augment rather than hinder radio.

Commending TV for establishing its own code of ethics, Gov. Earl Warren of California, principal speaker at Monday luncheon predicted the industry will "make life much richer for all."

Making no direct mention of the upcoming House "morals" probe of radio-TV programs, he voiced strong disapproval of censorship and emphasized there must continue to be a free press, radio and television.

Mayor Agrees

In agreement with the governor on TV potentialities was Los Angeles Mayor Fletcher Bowron, sharing honors at head table. He considers television "the greatest medium in the world."

Carl Haverlin, BMI president, was chairman at the luncheon session, with TV talent guest speakers Tim McCoy (KNXT) and Eddie Albert (KLAC-TV Hollywood) participating briefly.

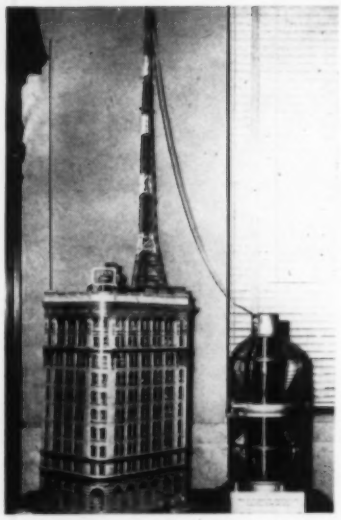
Afternoon schedule featured Mr. Moskovic on "Making TV Programs Pay for Advertisers" and Robert Purcell, director of operations KTTV (TV) Hollywood, discussing "Hidden Costs in TV Programming." Don Norman, general manager KNBH Hollywood, was chairman.

Wilbur Edwards, general manager, KNXT Hollywood, was chairman of Tuesday's opening session with speakers including Harold Lund, general manager WDTV (TV) Pittsburgh on "Low Cost Local Programming"; Charles F. Holden, assistant national director of television for ABC, New York, "Brass Tacks of TV Production" and Mr. Tatum, discussing "Participating & Film Programming."

Don Fedderson, vice-president and general manager, KLAC and KLAC-TV and president, Television Broadcasters of Southern California Assn., reported on that organization's formation, purpose and progress.

Richard Moore, general manager, KTTV, was chairman of the final afternoon session, with Philip G. Lasky, vice-president and general manager, KPIX San Francisco discussing "TV Plant Planning & Remodeling for Economy and Efficiency." Joe Coffin, research director, KLAC-TV, spoke on "TV Program Research Techniques."

Messrs. Clipp, Swezey, Lund, Holden and Lasky had spoken on the same subjects at previous BMI TV Clinics in New York and Chicago [B•T, May 26].



SCALE model of proposed TV tower and antenna installation of WSAV-TV Savannah, atop bank building. At right is a 300-millimeter Aviation Obstruction Electric Code Beacon, which would be installed atop the tower. WSAV's TV application is now pending before the FCC.

'IMMORALITY'

Self-Censorship Urged To Eastern Film Makers

"SELF control, not government control" is the answer to the House probe of allegedly "immoral" radio-TV program material, Max Gilford, special counsel to the National Society of TV Producers, Hollywood, said last week. He urged that East Coast TV film makers adopt and enforce their own production codes (see story, page 28).

But to combat the investigation, television producers—all of them—should make certain they and their opinions are represented in Washington, he advised, speaking Wednesday at a luncheon meeting of the National Television Film Council in New York.

Voicing opinions from the floor, Film Council members indicated they were not fully in agreement with the speaker, wondering if self-censorship is not an admission of guilt and questioning whether "the canons of good taste" can be put on paper. Mr. Gilford also was asked if he thought self-regulation had not been effected by the NARTB code, which, he answered, is "inadequate" in its handling.

"A lot of this [government investigation] comes from what they've seen in the past four months," he observed.

When the house voted to probe TV-radio program content [B•T, May 5, et seq.], "heartache and sleepless nights" were caused for just about everybody connected with the industry, Mr. Gilford said. This "government harassment of the entertainment medium" completely side-steps the FCC as the proper authority for such matters, and focuses on television as "a bad, bad boy—a new political target," he asserted.

The prime goal for producers should be to organize and assert themselves, something that Mr. Gilford said has been accomplished more fully on the West Coast than on the East Coast. West Coast producers formed their code three years ago, he noted.

"You should have a code," he urged. "We encourage the competitive existence of such a code as building the health of the industry." Any regulation could be enforced, he suggested, by granting to each production, a seal of approval, to be required by stations before any program is shown.

Some Film Council members urged that outright lobbying be extended, and one suggested TV producers "instead of being molly-coddled—as Hollywood has shown itself for 25 years," should face legislators and others in Washington with tremendous courage, "unafraid to explain film content or the conduct of their business."

Others, taking a more dubious stand, wondered what effect a producers' code would have since ultimate approval depends upon station-acceptance of the end product. While opposing the idea of censorship, Dr. Alfred N. Goldsmith, RCA consultant and honor guest at the luncheon, advised that the product relies upon the producer's own good taste, a matter that "can't be put on paper."

One producer questioned that there is even a market for good taste. Noting that film makers can produce profitably only so long as they respect public vogues, he said stations now are seeking "cops and robbers" productions, perhaps the very fare that has prompted a survey of program content.

Television Applicatio

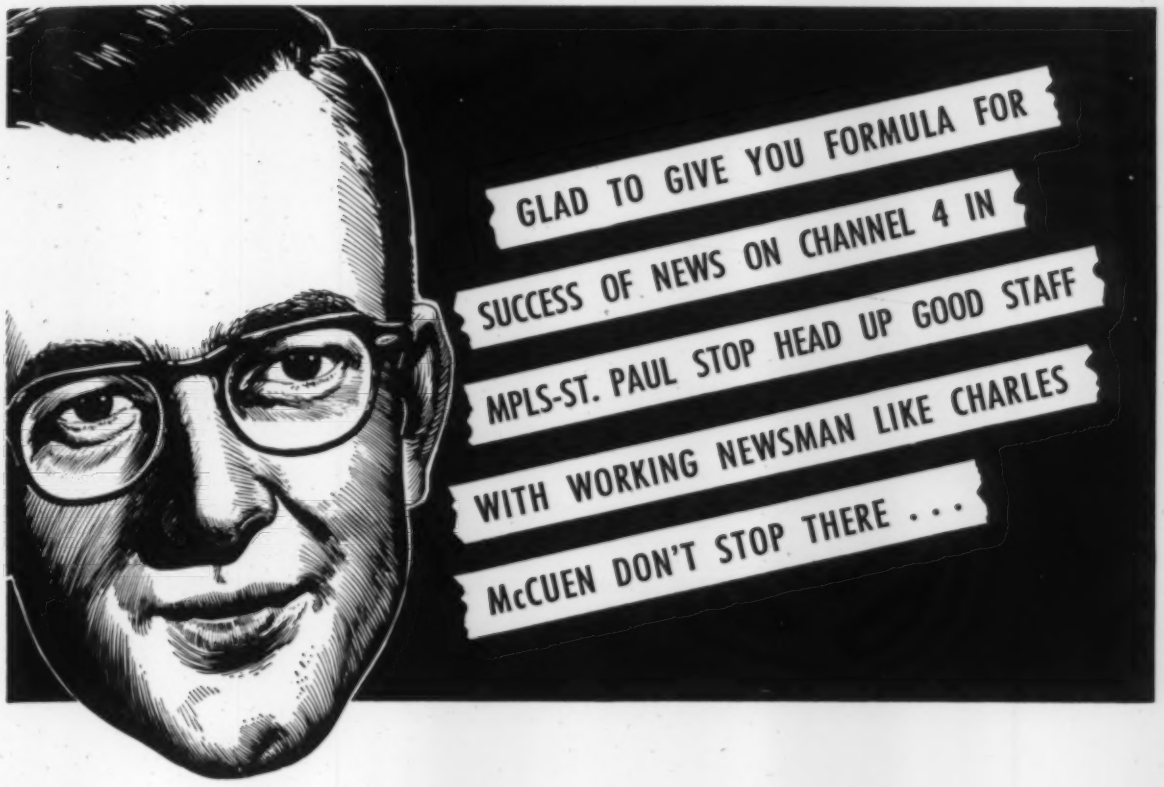
(Continued from page 6

visual; antenna height above ... age terrain 814 ft., above ground ... ft. Estimated construction cost ... 501, first year operating cost ... revenue $332,000. Studio and ... mitter location Observation Road ... 11th St., Duluth, 46° 47' 08" N. ... 92° 07' 15" W. Long. Transm... RCA, antenna RCA. Legal coun... Segal, Smith & Hennessey, Wash... ton. Consulting engineer Millar ... Garrison, Washington. Applicant ... licensee of KDAL Duluth. Princip... include: President and Treasurer ... **ton Le Masurier** (70%), general ma... ager of KDAL, 79% owner of WO... Moline, Ill., and until 1948 licensee ... KILO Grand Forks, N. D.; Vice Pre... dent **Robert A. Dettman** (10%), ch... engineer of KDAL, 8% owner ... WQUA and 10% owner of WT... Peoria, Ill.; Vice President **Ora ... Ramsland** (10%), commercial ma... ager of KDAL, 8% owner of WO... and 10% owner of WIRL, and Charles ... **Le Masurier** (10%), retired. Address ... 218 Bradley Bldg., 10 East Superior ... St., Duluth, Minn. (Note: Original ... application was filed after April ... but returned because it was submitted on old forms. Since it already has been counted in total of applications tendered since the FCC Sixth Report & Order [B•T, April 14], it will not be counted again.)

ST. JOSEPH, Mo.—KFEQ Inc., ... 2 (54-60 mc), ERP 51 kw visual; antenna height above average terrain 809 ft., above ground 750 ft. Estimated construction cost $428,389.98, first year operating cost $176,376, first year depreciation $57,877 (total cost $2... 253), revenue $204,000. Studio and transmitter location 2/5 mi. east of city limits on Faraon St. at 40th St. 39° 46' 12" N. Lat., 94° 47' 53" W. Long. Transmitter RCA, antenna RCA. Legal counsel Pierson & Ball, Washington. Consulting engineer George C. Davis, Washington. Applicant is licensee of KFEQ St. Joseph. Principals include: President **Barton Pitts** (51%), president of The Journal Pub. Co., publisher of *Stock Yards Journal;* Vice President **Henry B. Bradley** (3%), president and director of News-Press & Gazette Co., publisher of *St. Joseph News-Press* and *Gazette;* Secretary **J. Ted Branson** (1%), promotion manager of KFEQ; Treasurer **Glenn Griswold** (1%), director-treasurer and commercial manager of KFEQ, and **Arthur V. Burrowes** (1%), managing editor of *News-Press* and *Gazette*. News-Press & Gazette Co. owns 43% of KFEQ Inc. Address: KFEQ Bldg., St. Joseph, Mo.

†**NEW BRUNSWICK, N. J.—Home News Publishing Co.**, UHF Ch. ... (668-674 mc), ERP 75 kw visual; antenna height above average terrain 452 ft., above ground 436 ft. Estimated construction cost $212,200, first year operating cost $180,000, revenue $200,000. Studio location 137 Church St., New Brunswick. Transmitter location W. side State Highway ... ¼ mi. North of Raritan River, ... 29' 42" N. Lat., 74° 24' 50" W. Long. Transmitter DuMont, antenna RCA. Legal counsel Welch, Mott & Morgan, Washington. Consulting engineer McIntosh & Inglis, Washington. Applicant is licensee of WDHN (FM) New Brunswick. Principals include President **Elmer B. Boyd** (58%), president and 89% owner of Colonial Homesites.

(Continued on page 68)


GLAD TO GIVE YOU FORMULA FOR
SUCCESS OF NEWS ON CHANNEL 4 IN
MPLS-ST. PAUL STOP HEAD UP GOOD STAFF
WITH WORKING NEWSMAN LIKE CHARLES
McCUEN DON'T STOP THERE . . .

. . . spend money—lots of it—for top men, the best equipment, plenty of film.

—and above all, give local news a real play! In the last four months here on Channel 4 we have used 60,000 feet of film on local news: and also 2000 still pictures!

Add to this, footage and wire pictures of National and International news and personalities. Supplement this with stories from the principal wire services . . .

Then edit! Good news men doing it!

In the not-so-good old days, well pitched tonsils and a personality who could rip and read were all you needed.

Now the News has to be good! Money, men, material and completeness make and hold news listeners on WTCN-TV.

If you want to pick up a news program with an established Pulse—one of McCuen's News Shows is temporarily open and is offered subject to prior sale. See our National Representatives or wire us for details and the price tag.

There's always more on Channel 4! **WTCN**

TV CHANNEL 4

ST. PAUL
MINNEAPOLIS

CBS • ABC • DUMONT (Affiliate)

Nationally represented by FREE & PETERS

KFMB
TV
Channel-8

SAN DIEGO'S
1st and Only
TELEVISION STATION
blankets
CALIFORNIA'S
THIRD MARKET

San Diego's
1951 Increase
in
FREIGHT CAR
LOADINGS . . .
reflected the
accelerated
westward
movement of
rail traffic
which has
been evident
since the
start of
the Korean
war.

Wise Buyers
Buy-
KFMB
For
More
Business!
KFMB-TV
Channel-8
KFMB-AM
550-K.C.
John A. Kennedy, Owner
Harold L. Chernoff, Gen. Mgr.
Represented by The Branham Co.

Television Applications May 23-28

(Continued from page 66)

New Brunswick (real estate development), and vice president of Flako Products Corp., New Brunswick (food products manufacturing); Treasurer **Hugh N. Boyd** (18%); **Kathleen Boyd Martin** (15%), and **Ruth Boyd Talbot** (9%). Applicant publishes *New Brunswick Home News, Metuchen* (N. J.) *Recorder* and *Linden* (N. J.) *Observer*. Address: 127 Church St., New Brunswick, N. J.

✢**ELMIRA, N. Y.—Elmira Star-Gazette Inc.,** UHF Ch. 24 (530-536 mc), ERP 19 kw visual; antenna height above average terrain 923 ft., above ground 442 ft. Estimated construction cost $215,100, first year operating cost $300,000, revenue $350,000. Studio location Mark Twain Hotel, Elmira. Transmitter location Green Hill Road, Southport Town, 42° 00′ 26″ N. Lat., 76° 49′ 18″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Bernard C. O'Brien, Rochester, N. Y. Applicant is licensee of WHEC Rochester, WDAN Danville, Ill., WTHT Hartford and WENY Elmira. All stock in applicant is held by Gannett Co. Inc., Rochester, N. Y., publisher of *Rochester Times-Union* and *Democrat & Chronicle, Albany Knickerbocker News, Utica Observer-Dispatch* and *Press, Newburgh News, Beacon News, Ithaca Journal, Ogdensburg Journal, Malone Telegram, Saratoga Springs Saratogan, Massena Observer, Elmira Star-Gazette* and *Advertiser, Binghamton Press*, all in New York; *Hartford* (Conn.) *Times, Plainfield* (N. J.) *Courier-News* and *Danville* (Ill.) *Commercial News*. Principals include: President **Frank E. Gannett**, who owns 33% of Gannett Co. Inc. stock; Vice President **Frank E. Tripp**; Treasurer **Herbert W. Crickshank**; Secretary **Lynn N. Bitner**; Director **Paul Miller**; Assistant Secretary **Clayton Gallagher**, and Assistant Secretary **Thomas V. Taft**. Frank E. Gannett Newspaper Foundation Inc. owns 66% of Gannett Co. Inc. stock. Address: 201 Baldwin St., Elmira, N. Y.

CORPUS CHRISTI, Tex.—Baptist General Convention of Texas, Ch. 6 (82-88 mc), ERP 100 kw visual; antenna height above average terrain 505 ft., above ground 496 ft. Estimated construction cost $368,345, first year operating cost $180,000, revenue $220,000. Studio and transmitter location on Highway #44, ½ mi. West of Violet, Tex., in Nueces County, 27° 47′ 07″ N. Lat., 97° 36′ 05″ W. Long. Transmitter GE, antenna GE. Legal counsel Fly, Shuebruk & Blume, New York. Consulting engineer A. Earl Cullum Jr., Dallas. Applicant is licensee of KWBU Corpus Christi. Principals (of Baptist General Convention of Texas) include: President **Forrest Freezor**, First Baptist Church, Waco; First Vice President **E. H. Westmoreland**, South Main Baptist Church, Houston; Second Vice President **Arthur De Loach**, First Baptist Church, Odessa; Secretary **D. B. Smith**, San Antonio; Secretary **Roy L. Johnson**, Kingsville, and Secretary of Corporation **J. Earl Mead**, Cliff Temple Baptist Church, Dallas. Address: Baptist Bldg., Dallas, Tex.

LUFKIN, Tex.—Forest Capital Bcstg. Co., Ch. 9 (186-192 mc), ERP 11.3 kw visual; antenna height above average terrain 666 ft., above ground 522 ft. Estimated construction cost $223,160,13, first year operating cost $125,000, revenue $100,000. Studio location 114½ North First St., Lufkin. Transmitter location 1.4 mi. Northwest of Clawson, East of Highway #69, Angelina County, 31° 25′ 09″ N. Lat., 94° 48′ 02″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Cohn & Marks, Washington. Consulting engineer A. Earl Cullum Jr., Dallas. Applicant is licensee of KTRE Lufkin. Principals include: President **R. W. Wortham Jr.** (32%), executive vice president and director of Southland Paper Mills Inc., Lufkin; Vice President **E. L. Kurth Sr.** (16%), president and general manager of Angelina County Lumber Co., Keltys, Tex., president of Southland Paper Mills Inc., Lufkin, president of Wills Point Lumber Co., Wills Point, Tex., Farmers-Merchants Lumber Co., Brenham, Tex., and Lufkin Amusement Co., Lufkin; **Henry B. Clay** (9.5%), general manager of KWKH Shreveport, La.; **William E. Antony** (9.3%), chief engineer KWKH, and partner and 25% owner of Bcst. Engineering Service, Shreveport (consulting engineers); **Mrs. Ola Thompson** (10%), stockholder in Angelina County Lumber Co., Keltys, Kurth Lumber Co., Jasper, Tex., and Lufkin Amusement Co., Lufkin; **L. A. Mailhes** (4.6%), general manager of *Shreveport* [illegible] and eight other minority stockholders. Address: P. O. Box 701, Lufkin.

✢**SAN JUAN, P. R.—Jose [illegible] Quinones,** Ch. 4 (66-72 mc), ERP [illegible] kw visual; antenna height above average terrain 345 ft., above ground [illegible] ft. Estimated construction cost [illegible] 009.78, first year operating cost [illegible] 000, revenue $200,000. Studio [illegible] transmitter location 357 Ponce [illegible] Leon Ave., San Juan, 18° 28′ [illegible] Lat., 66° 05′ 40″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Applicant is licensee of WAPA San Juan and permittee of WPAA Mayaguez, P. R. Sole owner is **Jose [illegible] Quinones**, owner of three Puerto Rican sugar cane farms and president of Puerto Rico Farm Bureau. Address: Radio Station WAPA, P. O. Box [illegible] San Juan, P. R. (Note: Original application was filed after April 14 but returned because it was submitted on old forms. Since it already has been counted in total of applications considered since the FCC Sixth Report Order [B•T, April 14], it will not be counted again.)

Existing Stations
Change in Channels

WBRC-TV BIRMINGHAM, Ala.—Birmingham Bcstg. Co., Ch. 6 [illegible] mc), ERP 100 kw visual; antenna height above average terrain [illegible] above ground 562 ft. Estimated cost of change $269,589, first year operating cost $240,000, revenue [illegible] Studio location 1727 Second Ave. North. Transmitter location Red Mountain. Transmitter RCA, antenna RCA. Legal counsel George O. Sutton, Washington. Consulting engineer George C. Davis, Washington. Application is for change from Ch. 4, as required under provisions of FCC Sixth Report Order [B•T, April 14].

WKRC-TV CINCINNATI, Ohio—Radio Cincinnati Inc., Ch. 12 [illegible] mc), ERP 316 kw visual; antenna height above average terrain [illegible] above ground 540 ft. Estimated cost of change $178,500. Studio location Times-Star Bldg. Transmitter location Highland and Dorchester. Transmitter GE, antenna GE. Legal counsel Bernard Koteen, Washington. Engineer George A. Wilson, WKRC-TV. Application is for change from Ch. [illegible] as required under provisions of FCC Sixth Report & Order [B•T, April [illegible]

WHIO-TV DAYTON, Ohio—Miami Valley Bcstg. Corp., Ch. 7 (174-[illegible] mc), ERP 200 kw visual; antenna height above average terrain 1,14[illegible] above ground 1,086 ft. Estimated cost of change $561,000. Studio location 1414 Wilmington Ave., Dayton. Transmitter location 3228 Germantown St., 39° 44′ 03″ N. Lat., 84° 14′ 50″ Long. Transmitter RCA, antenna [illegible] Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer McIntosh & Inglis, Washington. Application is for change from Ch. [illegible] as required under provisions of FCC Sixth Report & Order [B•T, April [illegible]

UPT DIVIDENDS

Extra Payments Indicated

EXTRA year-end dividends in addition to quarterly payments on stock of United Paramount Theatres were indicated as a company policy by president Leonard H. Goldenson last week. The new policy will enable UPT to meet the "substantial demands" for cash expected when it merges with ABC, it was stated.

Mr. Goldenson's statement was made as he announced a 25-cent dividend on all outstanding shares of common stock, payable July 18 to holders of record on June 27.

Indicating that year-end dividends would be paid as justified by earnings of the corporation, Mr. Goldenson observed that, since UPT business is conducted largely on a cash basis—with no substantial investments in inventories—dividends can be paid in greater proportion to earnings than under the usual business procedure.

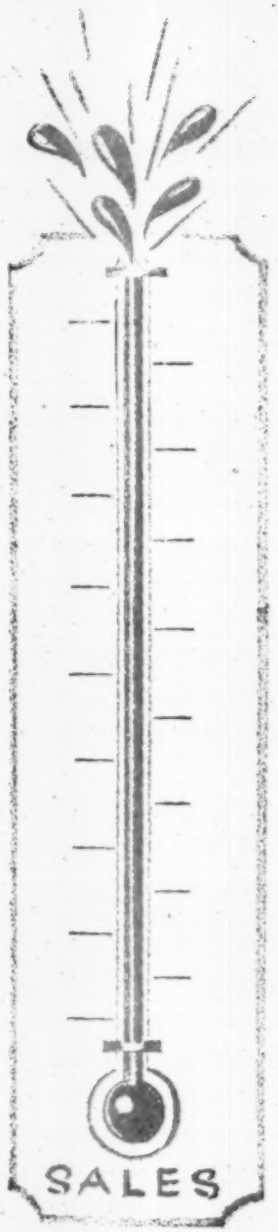
HAMILTON BUYS

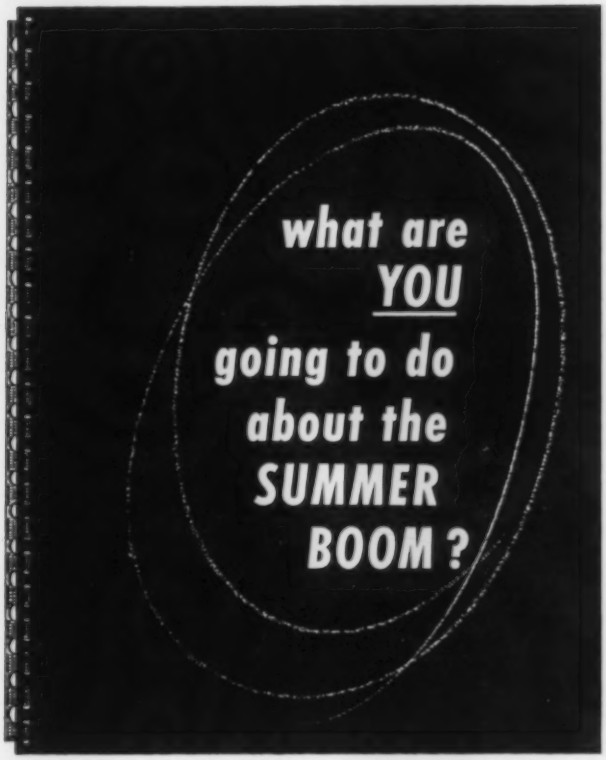
TV Series for 22 Cities

HAMILTON WATCH CO., Lancaster, Pa., has purchased a 13 half-hour untitled TV film series, produced by Gil Ralston, head of Screen Televideo Productions, Beverly Hills, for alternate week showing in 22 cities starting in mid-September. Stuart Reynolds Productions concluded negotiations.

Markets include: New York, Los Angeles, Chicago, Philadelphia, Pittsburgh, Detroit, Boston, Cincinnati, Cleveland, Baltimore, St. Louis, New Haven, Dayton, Providence, Washington, San Francisco, Milwaukee, Minneapolis, Buffalo, Schenectady, Binghamton and Lancaster.

FIRST coast-to-coast TV [illegible] will be staged by Milton Berle [illegible] benefit of Damon Runyon Memorial Fund on NBC-TV beginning at [illegible] June 7 and continuing through 10 [illegible] a.m. June 8. Show will originate from New York's Radio City.





Possibly you're tired of hearing about the extra money the consumer *could* spend but doesn't.

Maybe all you want is some *ideas* on how you can tap this summer's record potential—while at the same time meeting management's insistence on increasing profit margins by keeping sales costs low.

If so, we recommend that you read our new study,
"what are YOU going to do about the SUMMER BOOM?"
It includes an exclusive analysis of this summer's sales outlook combined with a plan for making *effective and economical* use of television in 8 major markets which account for over 50% of all U. S. television homes.

If you don't have a copy, call your NBC Spot Sales representative or write NBC Spot Sales, 30 Rockefeller Plaza, New York 20, and ask for
"what are YOU going to do about the SUMMER BOOM?"

NBC Spot Sales

30 Rockefeller Plaza, New York 20, N. Y.

CHICAGO CLEVELAND WASHINGTON
SAN FRANCISCO HOLLYWOOD
DENVER CHARLOTTE ATLANTA

representing **TELEVISION STATIONS:**

WNBT	New York
WNBQ	Chicago
KNBH	Los Angeles
WPTZ	Philadelphia
WBZ-TV	Boston
WNBK	Cleveland
WNBW	Washington
WRGB	Schenectady-Albany-Troy

TELECASTING

SUNDAY

	ABC	CBS	DuMONT	NBC
6:00 PM	*Film*	*Man of the Week* L		General Foods Roy Rogers F
6:15				
6:30	*America's Town Meeting L & F*	Alcoa See It Now L	*The Week in Religion*	*Once Upon A Fence*
6:45				
7:00	Skippy Peanut Butter You Asked For It L	Wrigley Gene Autry Show F	*Georgetown U. Forum*	U. S. Rubber Royal Showcase L
7:15				
7:30	*Horizons* L & F	American Tobacco This Is Show Business L		Revere Meet the Press L
7:45				
8:00	*King's Crossroads* F	Lincoln-Mercury Dealers Toast of the Town L		Colgate Comedy Hour C-P-P
8:15				
8:30				
8:45				
9:00	*Foursquare Court* L	General Electric Fred Waring L	Clorets Chlorophyll Gum King Detect	Goodyear Corp. (alt. with) Philco Corp. TV Playhouse
9:15				
9:30	*Film*	Bristol Myers Break the Bank L	Larus & Bro. Co. Plainclothes Man	
9:45				
10:00		B.F. Goodrich Celebrity Time L		P&G Red Skelton Show L
10:15	*Cinema-Scope* F		Crawford Clothes They Stand Accused	
10:30		Jules Montenier What's My Line L		Bohn Alum American Forum
10:45				
11:00	Carter Prods Drew Pearson L	Norwich Sunday News Spec.		
11:15 PM				

MONDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30	Kellogg Space Cadet L			
6:45				
7:00			General Foods Capt. Video	*Kukla, Fran & Ollie*
7:15				Vit. Corp. of Am., The Goldbergs L
7:30	Ironrite Hollywood Screen Test L	GM-Oldsmobile News L		P&G Those Two L
7:45		Chesterfield Perry Como L		Camel News Caravan L
8:00	Film (alt. sp.) Bristol-Myers Mr. D. A. L	Lever Lux Video Theatre L	*Pentagon Washington*	Crosley Speidel (alt. wks.) P. Winchell J. Mahoney
8:15				
8:30	*Washday Theatre* F	Lever-Lipton Godfrey's Talent Scouts L	*Johns Hopkins Science Review*	Firestone Voice of Firestone L
8:45				
9:00		Philip Morris I Love Lucy F		Pearson Pharm. Lights Out L
9:15				
9:30		Gen. Foods Instant Maxwell Coffee Swansdown Claudia L		Johnson Wax alt. with American Tobacco Co. Robert Montgomery Presents
9:45	*Film*		Co-op Boxing from Eastern Parkway	
10:00		Westing-house Studio One L		
10:15		Summer Theatre St. 6/23		
10:30	(No Net Service After 10 p.m.)			Co-op Who Said That L
10:45				
11:00		Longines Chrono-scope		
11:15				

TUESDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45				
7:00			General Foods Capt. Video	*Kukla, Fran & Ollie*
7:15				*Those Endearing Young Charms*
7:30	P&G Beulah F	Columbia Records News L		Chevrolet Dinah Shore L
7:45		Fatima Stork Club L		Camel News Caravan L
8:00	*Film*	(Co-op) Feature Film	*Life is Worth Living Bishop Fulton J. Sheen*	*Youth Wants to Know* L
8:15				
8:30	*Film*		Curtis Publishing Co. Keep Posted	*Juvenile Jury* L
8:45				
9:00	*United—Or Not?* L	Schick Crime Syndicated (alt.) L Carter Prod. City Hospt.	Serutan Battle of the Ages	P&G Fireside Theatre
9:15				
9:30	*On Trial* L	Electric Auto-Lite Suspense L	*Quick on the Draw with Bob Dunn*	Armstrong Circle Theatre L
9:45				
10:00		Block Drug Danger L	(TBA)	P. Lorillard Original Amateur Hour L
10:15				
10:30	(No Net Service After 10 p.m.)		DuMont Labs. What's the Story Walter Kiernan	
10:45				Considine Mutual of Omaha
11:00				
11:15				

ABC

6:00 PM	
6:15	
6:30	Kellogg Space Cadet L
6:45	
7:00	
7:15	
7:30	Bendix Swanson (alt. wks.) The Name's The Same L
7:45	
8:00	
8:15	*The Paul Dixon Show* L
8:30	
8:45	
9:00	Bayuk Cigars Ellery Queen L
9:15	
9:30	Sterling Drug Mystery Theatre F
9:45	
10:00	
10:15	Celanese Corp. Celanese Theatre (alt. wks.) L Co-op Wrestling L
10:30	
10:45	
11:00	
11:15	

SUNDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45				
10:00				
10:15				
10:30				
10:45				
11:00				
11:15				
11:30				
11:45				
12:00 N	*Papa Bear's Newsreel* F	*In The Park* L		
12:15 PM	Sweets Co. Tootsie Hippodrome L			
12:30	Voice of Prophecy Faith For Today L	M&M Ltd. Candy Carnival L		
12:45				
1:00				
1:15				*The Nature of Things* L

MONDAY - FRIDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45				
10:00		M-Th 10-10:15 CBS News*		*Prologue to the Future* F
10:15				
10:30		Lever-Rinso (M.thruTh) Godfrey		*Breakfast Party* L
10:45		Your Surprise Store M-Th 10:45-11:15 am, F 10:30-11 am		
11:00				*Mrs. U.S.A.* F
11:15		Gen. Mills Hudson Bride & Gr'm		
11:30		C-P-P (MWF) Strike It Rich L		*It's A Problem*
11:45				
12:00 N		P&G (Tu.& Th.) Egg & I L	*Woman's Club*	Prtcptng. Sponsors
12:15 PM		Amer. Home All Products Love of Life	*Noontime News with Walter Raney*	Ruth Lyons' 50 Club L
12:30		P&G Search for Tomorrow	*Take the Break with Don Russell*	
12:45				
1:00			Premier Products Helene Curtis Inc Rumpus Room	
1:15				

SATURDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45				
10:00				
10:15				
10:30				
10:45				
11:00		*The Whistling Wizard*		(No) Network Service)
11:15				
11:30	Ralston-Purina (Alt. wks. sponsorship) *Space Patrol* F	Brown Shoe Smilin' Ed McConnell F		
11:45				
12:00 N				
12:15 PM		National Dairy The Big Top L		
12:30				
12:45				
1:00		*Mr. Imagination* L		
1:15				

ABC

1:30 PM	
1:45	
2:00	
2:15	
2:30	
2:45	
3:00	
3:15	
3:30	
3:45	
4:00	
4:15	
4:30	
4:45	
5:00	
5:15	
5:30	
5:45 PM	

FOR JUNE 1952

THURSDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45				*Kukla, Fran & Ollie*
7:00			General Foods Capt. Video	*Those Endearing Young Charms*
7:15				Chevrolet Dinah Shore L
7:30	General Mills Lone Ranger F	Columbia Records News		Camel News Caravan L
7:45		Fatima Stork Club		
8:00	*The Ruggles* F	Carnation Burns Allen (alt.) L Ronson-Star of Family	*This Is Music*	DeSoto-Plymouth Groucho Marx F
8:15	Lorillard Chance of a Lifetime L	Blatz Brewing Amos 'n' Andy F	Tydol Headline Clues Broadway to Hollywood	Borden T-Men in Action L
8:30	*Mr. Arsenic* L	R. J. Reynolds Man Against Crime L	Gruen Playhouse (alt. wks.)	Fatima Dragnet F (alt. wks.) Gangbusters Chesterfield F
8:45	American Tobacco Meet the Champ L	Lever Rinso Big Town F		Ford Ford Festival L
9:00		Philip Morris Racket Squad F	Wine Corp. of America Charlie Wild Private Detective	U.S. Tobacco Martin Kane
9:15		Carter Toni (alt.) Crime Photographer L	*Author Meets the Critics*	Standard Oil Wayne King
9:30				
9:45				
10:00				
10:15				
10:30				
10:45				
11:00				
11:15 PM				

FRIDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15	Kellogg Space Cadet L			
6:30				
6:45				*Kukla Fran & Ollie*
7:00	General Mills Stu Erwin F	GM-Oldsmobile News	General Foods Capt. Video	The Goldbergs L
7:15		Chesterfield Perry Como		P&G Those Two L
7:30				Camel News Caravan L
7:45		General Foods Maxwell House Coffee Mama L		
8:00	*The Hot Seat* L		Mennen Co. Twenty Questions	*Curtain Call* L
8:15		R. J. Reynolds My Friend Irma		
8:30	(TBA)		*Life Begins at Eighty*	Gulf Oil We, The People L
8:45		Schlitz		
9:00	Packard Rebound (5 owned stations) F	Schlitz Playhouse of Stars L	Old Gold Down You Go	American Cig. & Cig. Big Story L
9:15		General Foods Sanka It's News To Me L		
9:30	Kreisler, Masland (alt. sp.) Tales of Tomorrow			Campbell Playhouse F
9:45		Pearson Pharmacal-Police Story L		Gillette Cavalcade of Sports L
10:00	(No Net Service After 10 p.m.)		Drug Store TV Prod. Cavalcade of Stars	
10:15		*Presidential Timber* L		
10:30				Chesebrough Greatest Fights F
10:45		Longines Chronoscope		
11:00				
11:15 PM				

SATURDAY

	ABC	CBS	DuMONT	NBC
6:00 PM	Amend Co. Hail the Champ L Last 6/14			
6:15				
6:30				
6:45	*Saddle Pal Club* F	Lambert Pharmacal The Sammy Kaye Show L		*Mr. Wizard*
7:00				
7:15		Sylvania Beat The Clock L	*Pet Shop*	Manhattan Soap Miles Labs. (alt. wks.) One Man's Family L
7:30				
7:45				
8:00	Nash-Kelvinator Whiteman TV Teen Club L	Anheuser Busch Budweiser Ken Murray L Last 6/14		Snow Crop Pet Milk Kellogg
8:15				
8:30		Co-op Film Show		All Star Revue
8:45				
9:00		Pepsi-Cola All Around the Town Last 6/14 (Co-op)		
9:15		Feature Film		*Blind Date* L
9:30				
9:45	*Girls' Baseball* L	*Songs For Sale* L	Co-op Wrestling from Chicago Jack Brickhouse	
10:00				*Dance Party* L
10:15				
10:30				American Tobacco Your Hit Parade
10:45				
11:00			Boyle-Midway Sports Showcase	
11:15 PM				

SUNDAY

	CBS	DuMONT	NBC
6:00 PM			*Religious Hour Frontiers of Faith* L
6:15			
6:30			*Hats In The Ring* L
6:45			
7:00			(TBA)
7:15			
7:30			*Midwestern Hayride* L
7:45			
8:00			*Fearless Fosdick* L
8:15			
8:30			Hallmark Sarah Churchill L
8:45			
9:00			Quaker Oats Zoo Parade L
9:15			
9:30			Derby Foods Sky King Thtr., F (alt. with) *Recital Hall* L
9:45			
10:00			
10:15			
10:30			
10:45			
11:00			
11:15 PM			

MONDAY - FRIDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45		Garry Moore Show (See footnote)		
7:00				
7:15			P&G First 100 Years L	
7:30				
7:45			*Mike & Buff Show* L	
8:00				
8:15			G. Foods (W & F) Bert Parks* Cannon (Th) Give & Take off 6/12	The Big Payoff CPP (M-W-F)
8:30				
8:45				*Johnny Dugan Show*
9:00				
9:15				Participating Sponsor Kate Smith Summer Show L
9:30				
9:45				
10:00				Lever Hwkns. Falls L
10:15				Gabby Hayes*
10:30				Mars, C-P-P Welch, Klog. Int. Shoe
10:45				Bauer & Blk Standard Brands L Howdy Ddy
11:00				
11:15 PM				

SATURDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45				
7:00				
7:15				
7:30				
7:45				
8:00				
8:15				
8:30				
8:45				
9:00				
9:15				
9:30				
9:45				
10:00				
10:15				
10:30				
10:45				(TBA)
11:00				(TBA)
11:15 PM				Co-op Rootie Kazootie L

Explanation: Programs in italics, sustaining; Time, EDT. L, Live; F, film; K, kinescopic recording; E, Eastern network; M, Midwestern; NI, non-interconnected stations.

CBS—1:30-2:30 p.m., Best Foods, General Electric, Qkr. Oats, Reynolds, Stokley-Van Camp, O'Cedar, Garry Moore Show.

*10-10:30 a.m., Frt., CBS News is half hour instead of 15 min.

Gen. Mills sponsors The Bride & Groom MTuW at 11:15-30 a.m. and Fri. 11-11:30 a.m. Hudson Paper on Thurs. at 11:15-11:30 a.m.

11:30-12 n, Tu. & Th., Strike It Rich, sustaining.

12-12:15 p.m., Mon., Wed., Frt., The Egg & I, sustaining.

3:30-4 p.m. Tues., Mel Torme, sustaining.

3:30-4 p.m., Mon. Bert Parks Show S.

NBC—Mon. thru Fri. "Todays" 7-9 a.m., EDT & CDT, 7:15-20 Wed.—Fla. Citrus. 7:20-25 Wed.—Kenwill, 7:45-50 Mon.—Fla. Citrus Tu.-Wed.-Thurs.—Riggio, 8:15-20 Wed—Mystic. Tu.-Thurs.—Fla. Citrus, Fri.—Doeskin, 8:20-25 Mon.—Pure-Pak, Thurs.—"Time," Frt.—Fla. Citrus 8:45-50 Wed.—Jackson-Perkins, 8:45-55 Mon.—Knox.

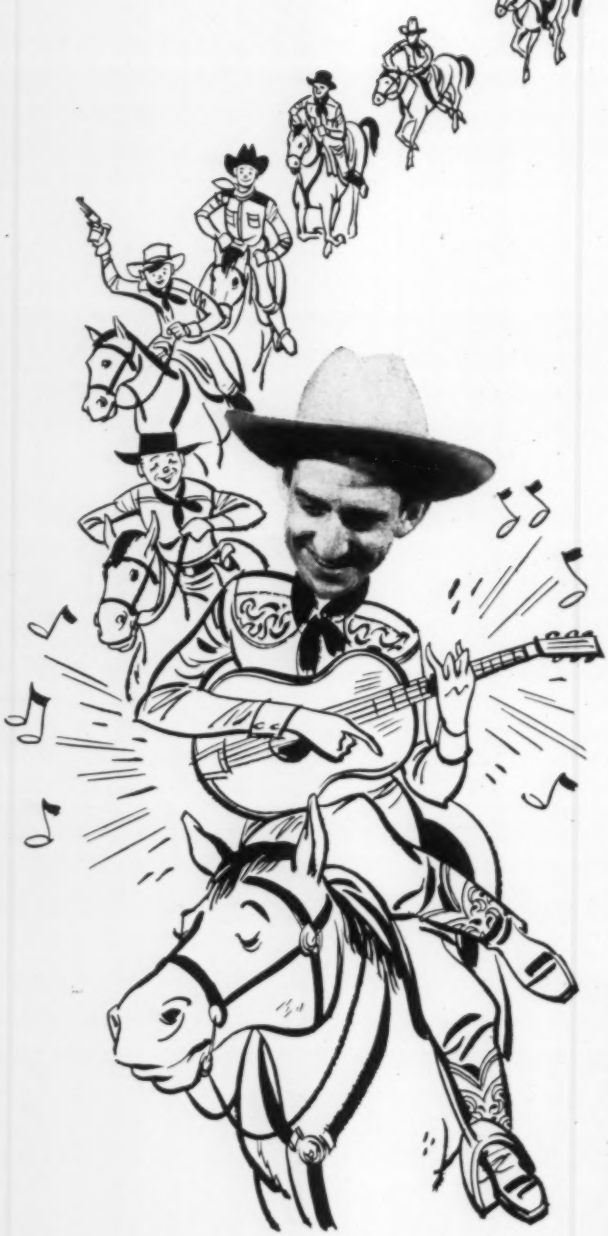
*Quaker Oats—Mon. & Frt.

5:30-6 p.m., M-F, Fitrus listed sponsor Howdy Doody in 15 min. segments.

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

June 2, 1952 *Copyright 1952*

Let this Buckaroo Make a Buckforyou



Thar's gold in them thar Dayton tills when Uncle Bob Campbell hits the sales trail with a product. 'Cause a-pounding along in his tracks comes the biggest posse of junior grade cow waddies you'd ever want to round up.

Do those kids follow Uncle Bob? Listen! He's ramrod of the Lucky 13 Ranch—and that's the oldest, continuous daily TV show in these here parts. He started off 3 years ago with 15 minutes once a week, and in no time at all, requests for studio guest reservations blew it up to a daily one-hour show. Ever since, he's averaged about 28 kid guests per day *by reservation*—has over 2000 booked right now through the next 9 months. A while back when he was naming his pony, he got 1800 written suggestions the first week, 5400 in 6 weeks—with no give-away at all in the deal!

Campbell's an all-'round entertainer, musician and outdoorsman, making public appearances as well. His added on-the-spot live shows can put real muscle in merchandising. And as he ends his participating show with comments on good manners, proper living, safety and the like, he picks up plenty of parent support. Like majority of WHIO-TV studio shows, Lucky 13 Ranch commands great audience loyalty with mixture of entertainment and public service. Example: this will be fourth year show is used as vehicle for presenting Schoolboy Patrol Awards.

Better slap *your* brand on Lucky 13 Ranch pronto, podner. National Representative George P. Hollingbery Co. can give you all data.

CBS • ABC • DUMONT

whio-tv -AM -FM

DAYTON, OHIO

elestatus

Comedy Leads Pulse Program Type Survey

(Report 218)

P ten TV program types, accord- to Multi-Market TelePulse, for k of April 1-7 were released by Pulse Inc., N. Y., last week as lows:

	Pgm. Avg. Rtg.
dy Variety	24.8
ng	21.9
ms	20.5
dy Situation	18.8
& Mysteries	17.9
Shows	17.3
ting	11.1
-Audience Participation	9.9
al Variety	9.3

ening programming (after 6 p.m.) took 51% of all network time during the week eyed in April, as compared to 47.8% March. The total number of telecast ¼ dropped 3.5% from the March figure, all of the leading program types except ng increased in program average ratings.

* * *

cal TV Shows Slim Small Cities Study

ARCITY of local shows on tele- on stations in smaller cities indicated by a Scott Radio s Inc. survey which reported t less than an eighth of station e was devoted to local programs 12 cities studied.

John S. Meck, president of Scott, d that of the 12 cities, two origi- ed no local programs during the k studied and two others aired er than ten local shows. Only station presented material of own production, he said.

"People in the smaller cities are losing the full benefit of television through this lack of local-interest programming," Mr. Meck said. The survey reported that most local programs by the stations were broadcasting during the smaller-audience daytime hours.

* * *

'I Love Lucy' Tops Trendex For May 1-7

TRENDEX INC. top ten network TV program ratings for week of May 1-7 were released last week as follows:

1. I Love Lucy (CBS)	48.7
2. Talent Scouts (CBS)	42.6
3. Godfrey's Friends (CBS)	37.0
4. Fight of the Week (CBS)	36.4
5. Red Skelton (NBC)	33.1
6. Star Theatre (Berle) (NBC)	32.4
7. Fireside Theatre (NBC)	31.6
8. Your Show of Shows (NBC)	30.5
9. My Friend Irma (CBS)	29.3
10. What's My Line (CBS)	29.0

* * *

Toronto Teachers Study Children's TV Habits

FIRST survey of TV's effect on Toronto schoolchildren in Toronto public schools, taken by the Toronto Women Teachers' Assn., shows that children spend between 25 and 30 hours each week watching TV and spend about 25 hours in school. (Toronto is in a fringe TV area, receiving WBEN-TV Buffalo, 60 airmiles distant.)

Teachers expressed the opinion that children nurtured on TV will lose the desire to read and to create their own fun. The teachers, obviously alarmed at television's prospects, said the medium's power and influence will grow, not decrease. Whether that influence is for good or evil depends largely on the part played by intelligent, informed parents and educators, they concluded.

* * *

New Film Camera Focuses Varying Depths

PROMISING to revolutionize TV film commercials is new Hoge universal focus camera, exclusive use of which belongs to VIP Productions Inc., Hollywood, holder of patent.

Fourteen years in development, camera keeps foreground, middleground, background and even objects touching lens in simultaneous focus. First to order test TV film commercial is Young & Rubicam, that city, for Goodyear Tire & Rubber Co., whose recently completed two-minute experimental film utilizes cast of 15. Partners comprising VIP Productions are Lee Garmes, cameraman, Ralph Hoge, director and Robert Smith, writer.

Weekly Television Summary—JUNE 2, 1952—TELECASTING SURVEY

	Outlets On Air	Sets in Area
uquerque	KOB-TV	14,400
	WOI-TV	91,207
ta	WAGA-TV, WSB-TV WLTV	185,000
more	WAAM, WBAL-TV, WMAR-TV	385,867
kanton	WNBF-TV	62,400
ingham	WAFM-TV, WBRC-TV	90,000
ington	WTTV	144,000
	WBZ-TV, WNAC-TV	895,141
lo	WBEN-TV	268,127
otte	WBTV	152,096
go	WBKB, WENR-TV, WGN-TV, WNBQ	1,133,992
nnati	WCPO-TV, WKRC-TV, WLWT	348,000
land	WEWS, WNBK, WXEL	613,548
mbus	WBNS-TV, WLWC, WTVN	277,000
las-		
Worth	KRLD-TV, WFAA-TV, WBAP-TV	166,000
nport	WOC-TV	110,700
Quad Cities	Include Davenport, Moline, Rock Ise., E. Moline	
	WHIO-TV, WLWD	235,000
nit	WJBK-TV, WWJ-TV, WXYZ-TV	750,000
	WICU	162,384
Worth-		
llas	WBAP-TV, KRLD-TV, WFAA-TV	166,000
d Rapids	WOOD-TV	217,081
nsboro	WFMY-TV	113,034
ton	KPRC-TV	141,000
ington-		
Charleston	WSAZ-TV	84,750
napolis	WFBM-TV	235,000
nville	WMBR-TV	56,000
town	WJAC-TV	151,775
nazoo	WKZO-TV	200,040
s City	WDAF-TV	206,598
ster	WGAL-TV	146,631
ing	WJIM-TV	93,000
Angeles	KECA-TV, KFI-TV, KLAC-TV, KNBH KNXT, KTLA, KTTV	1,252,184
	Stations on Air 109*	Estimated Sets in use 17,156,576

City	Outlets On Air	Sets in Area
Louisville	WAVE-TV, WHAS-TV	150,148
Matamoros (Mexico)- Brownsville, Tex.	XELD-TV	20,300
Memphis	WMCT	130,255
Miami	WTVJ	116,000
Milwaukee	WTMJ-TV	332,460
Minn.-St. Paul	KSTP-TV, WTCN-TV	322,900
Nashville	WSM-TV	68,418
New Haven	WNHC-TV	274,000
New Orleans	WDSU-TV	92,977
New York-Newark	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX, WATV	3,059,400
Norfolk	WTAR-TV	115,100
Oklahoma City	WKY-TV	129,437
Omaha	KMTV, WOW-TV	127,913
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,042,000
Phoenix	KPHO-TV	55,100
Pittsburgh	WDTV	393,000
Providence	WJAR-TV	212,000
Richmond	WTVR	124,342
Rochester	WHAM-TV	144,000
Rock Island Quad Cities	WHBF-TV Include Davenport, Moline, Rock Ise., E. Moline	99,952
Salt Lake City	KDYL-TV, KSL-TV	76,652
San Antonio	KEYL- WOAI-TV	79,431
San Diego	KFMB-TV	133,250
San Francisco	KGO-TV, KPIX, KRON-TV	376,500
Schenectady-Albany-Troy	WRGB	209,800
Seattle	KING-TV	144,200
St. Louis	KSD-TV	398,000
Syracuse	WHEN. WSYR-TV	177,581
Toledo	WSPD-TV	174,000
Tulsa	KOTV	101,754
Utica-Rome	WKTV	363,543
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	70,000
Wilmington	WDEL-TV	114,870

Markets on Air 64*

*Includes XELD-TV Matamoros, Mexico

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.

Station KRLD TV Dallas

Texas' Most Powerful Television Station

★

SERVES THE LARGEST

TELEVISION MARKET...

Southwest

DALLAS and FORT WORTH

More than a Million urban population in the 50-mile area

More than TWO MILLION in the 100-mile area . . .

NOW

166,000

TELEVISION HOMES IN KRLD-TV'S EFFECTIVE COVERAGE AREA

EXCLUSIVE CBS TELEVISION OUTLET FOR DALLAS-FORT WORTH AREAS

This is why **KRLD-TV** is your best buy

Channel 4 . . . Represented by

The BRANHAM Company

TV Applicants Still Hesitate

(Continued from page 63)

new money to the field.

Another firm which devotes substantially all of its time to radio-TV reported its applicants are divided "about half and half" between newcomers and established broadcasters. Some of the newcomers have theatre interests, a partner stated.

Firm plans to file "15 or 18 applications by July 1," he said, noting about a "5% drop off in potential applicants in the past six weeks."

Reasons for the withdrawals he observed are lack of money, no cable to provide network service and, in one case where two UHF channels are available, the mutual consent "to wait and watch" by the only two potential applicants there.

Commenting that because of foreseeable processing delays there is no need to rush applications, the attorney said it is taking longer to prepare bids for newcomers than existing broadcasters because the former are less familiar with the procedures and requirements.

A Washington partner of another large law firm sees the flood of applications coming, but "fewer than 1,000 and not all by July 1." Reasons for delays he cited include "sheer physical work," holding of some bids "so as to not tip our hand to competitors" and hesitation by those who now must decide whether to spend large sums in TV plunges.

He also noted "the Commission won't get down the processing lines to some of our cities for a year and a half, so why rush?"

"The Commission now has six freezes instead of one," he commented regarding the temporary processing procedure and city priority listing.

Another attorney, heading his own private office, commented, "I should file now and let people take pot shots at my people?" The strategy is to wait until the last possible minute, he said, noting that in the meantime "we could get more money maybe" for some applicants to strengthen their competitive position.

This practitioner sees "lots of new money" coming into TV "because the existing boys can't do it."

"You will have to go to New York and Boston," he predicted, to get the amounts of money TV will demand.

Asked what has happened to the promised TV land rush, spokesman for another major radio-TV law firm responded:

"It's still underway. . . . There is no indication of any withdrawal of interest."

He predicted the applications will start flowing in this month.

For his firm, details of preparation have slowed up filing, he said. For instance, long-standing AM broadcasters are being asked to file certified copies of their articles of incorporation. Securing of sites has been hard because sites chosen under the old allocation plan are, in many cases, no good under the new plan, he said. CAA approval hasn't been too much of a problem, however, the attorney commented.

Four-fifths of his firm's applicants are existing broadcasters, he estimated.

One attorney representing a good-sized firm in the radio-TV practice observed many broadcasters have been having a difficult time reaching decisions on height and power combinations while several can't make up their minds about "that $400,000-500,000 staring them in the face."

No Waiting Policy

The spokesman said his firm's policy is not to wait on filing once bids are ready.

"We prefer to make our channel preferences known," he said.

Three-fourths of the applications being readied by his firm are from present broadcasters, he said.

A Washington attorney of another major law firm estimates "the same rush as predicted."

As a rule, his firm does not plan to hold any applications once prepared, he said. Some of the existing broadcasters represented are bringing in new capital to meet TV's costs, he noted.

Another attorney who heads his own office commented that the FCC plan is "pushing stations" into TV.

"Broadcasters want to wait and file when ready," he said. "There is a lot of money to spend in television and all of them don't have it."

His firm does not represent any newcomers to TV alone, although some existing broadcasters "are bringing in some new people" in order to meet capital requirements.

Partner in another firm also sees the FCC plan "forcing some to decide now about entry into TV" while it already has caused "others to pull out now as costs are too high."

Generally, applicants "are most enthusiastic," he reported, although a few plan to wait and see [illegible] can "buy in later when the [illegible] becomes stabilized."

His firm, representing most[ly] active broadcasters, plans to [file] many as possible of its applica[tions] on file by July 1.

However, another practi[tioner] heading his own office, repor[ts] plans generally to hold off [all] tions until the last minute [as a] competitive tactic. A third [of] bids represent newcomers to [broad]casting, he estimated, "a [little] more than he had expected."

"They have plenty of money [and] there is no worry about letter[s of] credit and the such," he observ[ed].

One Ohio UHF applicant, [how]ever, has withdrawn as a result [of] Comr. Jones' talk in Colum[bus], Ohio, which cited UHF problem[s]. Certain others, the attorney [said] plan to wait and "buy a TV stat[ion] off the auction block" because [the] grantees won't have enough [money] to carry through.

FACTOR-BREYER Inc., L. A., [has] signed advertising account of [the] Drug Stores Inc., that city. [The] Miner Co., that city, co-servicer [the] count, will handle entire account [with] exception of vitamin products.

TALL TOWERS

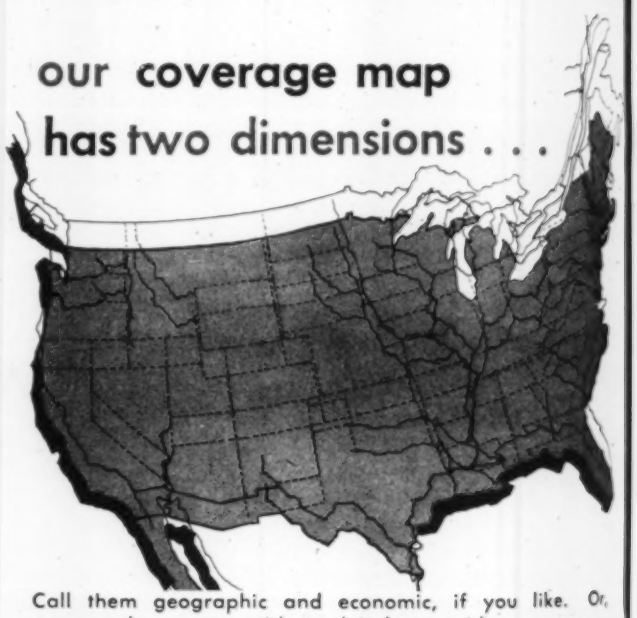
Study Groups Continue

NEW SUPPORT was given last week for the "status quo" in procedures for clearance of antenna towers and processing of applications on a case-to-case basis before regional airspace subcommittees as now provided in Part 17 of FCC's rules.

A working group of the industry-government "ad hoc" committee studying the height and site problem of tall TV towers reported that it felt present procedure is satisfactory, indicating it would be impractical to adopt arbitrary criteria, limiting airspace subcommittee action to mechanical grants or denials without consideration of local factors. [B•T, May 6]. In an earlier meeting of the ad hoc group, it had also been pointed out no fixed criteria are needed other than Part 17 because cooperation between aviation interests and broadcasters has been effective in resolving innumerable cases and each case is unique, hence requiring individual expert consideration under present procedures.

Next meeting of the ad hoc group has not been set. Reports of the four working subcommittees are to be codified for submission to the committee of FCC Comr. E. M. Webster and CAA Deputy Administrator Fred B. Lee. Ultimately, another meeting of the large industry-government committee considering the problem will be closed to consider the reports of the ad hoc groups. Earlier major session was in April [B•T, April 28].

One of the ad hoc subcommittees seeks to determine the potential magnitude of the tall towers problem, that is, how many cases exist and may develop which involve tower proposals that might constitute air navigation hazards. Channel assignments to the various cities and tower height specifications given in FCC's Sixth Report provide a guide for the study.



Call them geographic and economic, if you like. Or, more aptly, country-wide and industry-wide.

Everywhere radio-television people live, you're likely to find BROADCASTING • TELECASTING. And . . . anywhere men and women get together, weighing the best possible schedules for broadcast advertising—you'll find the red and white cover of BROADCASTING • TELECASTING.

There's the dimension of time, too—the 21 productive years in which BROADCASTING • TELECASTING has built its reputation as the *only* voice of the radio-television industry.

As an advertising medium BROADCASTING • TELECASTING ***speaks well for you.***

21 productive years of . . .

BROADCASTING TELECASTING

Five Kilowatt

KLYSTRON

For UHF-TV

High power over the entire Ultra High Frequency television range is now practical through another Eimac contribution to electronic progress.

Eimac TUBES The Power for TV

EITEL-McCULLOUGH, INC.

SAN BRUNO, CALIFORNIA

Export agents: Frazar & Hansen, 301 Clay St., San Francisco, California

will your sales go up this summer?

People go on doing in summer largely what they were doing in winter – eating, working and *buying*. Yet a tradition has grown up of suspending or curtailing advertising activity during the hot-weather months. With the advent of television, it was clear that a complete re-appraisal of summer advertising practice was called for.

NBC therefore resolved last summer to conduct a survey – as accurate as science and logic could make it – of the summer marketing potential. Alongside are outlined the highlights. As applied to this summer, the picture is even brighter for viewers and advertisers

A copy of "Summer Television Advertising"—NBC's comprehensive research survey—awaits you for the asking.

alike – for the number of sets in use will have increased from 13,093,600 last July to an estimated 17,800,000 in July 1952. And the political conventions will stimulate more viewing than ever before.

Averaging the findings on 52 different brands, the TV summer advertisers reaped 28.1% more sales among viewers than among non-viewers . . . won just under 46,000 extra customers per month in New York alone.

94.8% of TV families are available during the average summer week. Watching television is, by far, the favorite summer activity in TV homes.

The average TV family is away for only 4½ days each summer. In August, the TV owner spent an average of nearly two hours a day in front of his set – or more time with TV than with all other media combined.

And – 91.2% of both owners and non-owners alike recalled most clearly advertising on television.

Whereas in January 1951 it cost the average TV advertiser 5 cents to bring in a new customer, in August it cost only 4 cents.

Of the 52 brands studied, 21 came on television for the first time last summer, and 31 continued into summer from their winter TV campaign. The "new" brands garnered an average of 38,200 new customers in the New York area alone every month – but the "stay-on" brands did even better, with an average of 51,000 extra customers per month. As stated above, the over-all average for both kinds was 45,900 extra customers each summer month.

You're in business twelve months a year: now, with television's aid, your summer sales can be as high – *or higher* – than your winter's! More NBC advertisers are staying with us this summer than ever before. More than 70% of NBC evening network sponsors plan to continue their TV advertising throughout the hot-weather months. For both large and small advertisers, however, there are still a limited number of availabilities and proven show properties . . . and a special low-cost plan for the coming summer.

Your NBC salesman will be glad to give you full information about them. Phone NBC-TV Sales in New York, Chicago, Detroit or Hollywood today.

NBC summer television

POP. 70,000,000

A Service of Radio Corporation of America

film report

RIGHTS to the title, *Calling All Cars*, acquired by **Gene Autry's Flying A Pictures**, Hollywood, for a projected radio and TV film series, will take the firm out of a strictly western classification.

The title headed a CBS Radio Pacific Coast program from 1937-45 for Richfield Oil Corp. whose agency, Hixson & Jorgensen Inc., concluded the deal with Flying A.

The TV series will start upon completion of the scripts. Prepared audition discs for the radio series, starring **Lamont Jackson** and **Jack Moyles**, are being given agencies and networks. **William Burch**, producer-director of CBS Radio's *Gene Autry Show*, has performed similar duties from scripts co-written with **Richard Carr**.

The firm has completed 52 half-hour westerns for television starring Mr. Autry, 52 half-hours in the *Range Rider* series and is currently filming 52 half-hour *Annie Oakley* westerns.

* * *

Already completed by **Hal Roach Jr.**, Culver City, is the pilot film of a half-hour CBS-TV film series, *Passport to Adventure*, with **Caesar Romero** portraying an American diplomatic courier. **Roy Kellino**, British feature film director now in Hollywood, directed from a script by **Robert Dennis**. In production is the pilot to *The Dramatic Hour*, an hour-long TV film series.

* * *

In a deal similar to their ABC-TV *Troubles With Father* series, **Hal Roach Jr.** and **Roland Reed Productions**, Culver City, are filming 12 half-hours in *My Little Margie* series as the summer replacement of CBS-TV *I Love Lucy* series for **Philip Morris & Co.** and its agency, **Biow Co.** The series, a light sophisticated comedy, features **Charles Farrell**, early motion picture star, and **Gale Storm**, young film actress, with **Hal Yates** directing from scripts by **Frank Fox** and **George Carleton Brown**.

Messrs. Roach and Reed receive $10,500 per film and retain all resale rights unless Philip Morris decides to continue the series. *I Love Lucy* was budgeted at $25,000 per film.

* * *

Because of a similarity in names with another company, **Pennant Productions**, Hollywood, has changed to **Pennant Television Productions Inc.**

Capitalization from original $200,000 to $1,000,000 has also been increased, according to **Edward Woodworth**, president. He explained additional funds were necessary in cooperation setup to provide money for the initial TV film series *Date with Destiny*, scheduled to start next month, and a new group of films titled *Fiction Theatre*.

* * *

Production . . .

General Foods Corp., New York (Swans Down products), will start *Our Miss Brooks* on CBS-TV this fall in addition to CBS Radio. Filming will begin July 1 at **Desilu Productions**, Hollywood, with **Eve Arden**, star of the radio version, recreating Connie Brooks for TV. **Robert Rockwell** will portray Mr. Boynton, replacing **Jeff Chandler** of radio series, whose motion picture contract precludes TV appearances. **Young & Rubicam Inc.**, Hollywood, is General Foods agency.

* * *

Procter & Gamble Co., Cincinnati (Ivory soap, Crisco, Duz, Lilt), starts *Boss Lady*, a TV film series, on NBC-TV, Tues., 9-9:30 p.m. (EDT), for 13 weeks from July 1 as summer replacement for *Fireside Theatre*. **Lynn Bari** is featured [B•T, May 12]. **Jack Wrather Television Productions**, Hollywood, has completed six of scheduled 13 films.

* * *

Screen Gems Inc., Hollywood, completing half-hour TV film, *Samuel Morse*, for **duPont**. Film actors **Eduard Franz**, **Don Gibson** and **Tom Brown Henry**, are featured with **Jules Bricken**, producer-director.

* * *

William F. Broidy Productions, Hollywood, has started a new half-hour color TV film adventure series, *The Phantom Pirate*, shooting exteriors on and from a 100 foot boat, *The Avenger*, in the vicinity of Catalina Island. Starred in the title role is **Robert Stack**, film actor. **Frank McDonald** is directing with script writers **Bob Bailey** and **Hugh King** acting as associate directors. **Cass Duchow**, illustrator and book designer for the Anderson-Ritchie Press, Los Angeles, has designed costumes and will create pirate designs for a merchandising tie-in campaign. **Wesley Barry** is producing with Mr. Broidy, who is the executive producer.

* * *

Breakston - Stahl Productions, Hollywood, will produce 26 half-hour TV color film series, *Safari Bill*, on location in British East Africa and the Belgian Congo. The films, produced simultaneously with a feature picture, will get under way around June 18 and be ready for fall release by **United-Artists**. **George Breakston** and **C. Ray Stahl** will co-produce-direct from scripts by Mr. Stahl. Featured in the cast are **Richard Denning** and **Martha Hyer** (Mrs. Stahl). Associate producer is **Irene Breakston** with **John R. Carter** named technical executive.

* * *

With the signing of **Charles Winninger**, stage-screen actor as star, **Bing Crosby Enterprises**, Culver City, starts a new half-hour light comedy TV film series, *Those Were the Days*. Story-line was created by **Richard Dorso** and **Bernard Girard**, serving as co-writers-producers with the latter directing. Featured in cast are radio-film actors including **Arthur Q. Bryan**, **Ted Thorpe**, **Howard Erskine** and **Doris Singleton**. **Lucien Andriot**, the firm's cameraman on *Rebound* series, assigned to similar duties on *Those Were the Days*.

* * *

Sarra Inc., Chicago, has completed two industrial safety films for the **National Safety Council**, same city. Films are being telecast. They concern freight handling and safety "IQs".

* * *

Negotiations are underway between **Forrest Judd**, independent film producer, and **Ernest Haller**, cinematographer, for production of half-hour color TV film series, as yet untitled, to be filmed in India.

Film People . . .

Ruby Rosenberg, production manager for **Don Sharpe Enterprises**, Beverly Hills, has been named first vice-president of Unit Production Managers Guild.

* * *

Michael Luciano, film editor for Revue Productions, Hollywood, goes to **Adrian Weiss Productions**, Los Angeles, as film editor for *Craig Kennedy, Criminologist* TV film series. Production on three more half-hour films started last week.

* * *

Jay Novello, Hollywood radio actor, has been signed by **Phillips Lord Productions**, North Hollywood, to play the part of Willie Sutton in three films in NBC-TV *busters* series.

* * *

Billy Gray, young film actor, ... by **Gene Autry's Flying A ... ductions**, Hollywood, to ... Annie's kid brother, ... *Annie Oakley* TV film series.

WTVN (TV) CENTE...
Opened Last W...

WTVN (TV) Columbus' new ... vision center, which opened ... week, is the largest and ... complete TV facility in Ohio, ... cording to Edward Lamb, presi...

The TV station's new win... less building contains three stu... for live production and a ... film studio, the main stu... 50 x 50 ft. and the sma... studios, 20 x 30 ft. each, wit... central control bridge look... down into all studios and the fi... room. Mr. Lamb's properties in... clude WICU (TV) Erie, Pa., a... the *Erie Dispatch;* WTVN (T... WTOD WTRT (FM) Toledo a... WHOO-AM-FM Orlando, Fla.

Mr. Lamb said five air condition... ers serve the building with th... first floor containing offices a... studios, dressing rooms and wo... areas; the second housing spo... sors' rooms, the president's d... and a small suite of rooms, and t... basement area containing a ra... recreation room, heating facili... and additional dressing rooms.

Basic plans for the building we... drawn up by Mr. Lamb after ... personal tour of other station... New studio and control equipme... have been installed, he said, wit... the staff increased in all depar... ments and more plans in the makin... for a further staff increase.

5% FORMULA HALT
To Be Asked by AFM Loc...

AMERICAN Federation of Mus... cians executive board, which met ... today (Monday) in Hollywood a... a preliminary to the union's na... tional convention this Friday ... Santa Barbara, will be asked by... Los Angeles Local 47 executive... to repeal or modify the 5% wel... fare fund formula imposed on TV... film producers.

The Los Angeles musicians con... tend the fund setup, to which TV... film producers must contribute... prevents musicians from getting... work because it discourages film... ing of video shows with live musi... An appeal with petitions from... Local 47 was made to James C... Petrillo, AFM president, in earl... May at which time he promised... to take the appeal under advise... ment and consult with the nationa... board [B•T, May 12].

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Profits Depend on

Efficient Personnel

Our Graduates are
Checked for . . .
Ability and Enthusiasm
Appearance and Personality
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Trained by . . .
Network Professionals
Trained to . . .
Do more than one job well
Understand your operational problems
Trained with . . .
Complete TV and Radio Commercial Equipment
Trained under . . .
Actual Broadcast Conditions

For Prompt Free Service Call, Write, or Wire
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Personnel Division

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RANGERTONE
BEST FOR TV FILMS
USED BY
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Pittsburgh, Pennsylvania
SYNC-SOUND
RANGERTONE
73 WINTHROP ST
NEWARK 4, N. J.

ORGE B. STORER Jr. (l), managing ector of KEYL (TV) San Antonio, d Miller N. Babcock, commercial nager, WGBS Miami, managed a tle fishing at Key Largo during a eting of the Storer Broadcasting Co. [B•T, May 19].

NXT RATES

ffers Daytime 45% Discount

EW RATE CARD which allows 45% discount to all sponsors buy- nine or more daytime spots per eek was announced last week by NXT (TV) Los Angeles station the CBS-TV network, effective sterday (Sunday).

Object of the plan, according to eneral Manager Wilbur Edwards, to get more spot advertisers into aytime TV, although nighttime ot clients will be permitted to mbine their spots or participa- on figures in order to qualify for e deduction.

"Local daytime video program- ng is considerably ahead of spon- r interest," he said, "and the new e structure is designed to lure ner current and new advertisers the basis of larger audience and orable cumulative repetition." he new discount is also expected be called into play by sponsors saturation campaigns.

WCBS-TV Discount

The network's New York station, CBS-TV, announced a similar scount on daytime announce- ents, with 12 set as the weekly nimum [B•T, May 19]. KNXT s described as the only TV out- t in Los Angeles to openly pub- ze the percentage discount— plicable after other deductions— that all advertisers could partici- te on an equal basis.

Mr. Edwards also announced at, without changing basic rates, NXT has reclassified its time seg- nts, also effective June 1. A new ssification—Class D—has been signated from sign-on until noon, a $300 hourly base rate, The new e classifications are as follows: ass A, Sunday through Saturday, 0:30 p.m.; Class B, Monday ough Saturday, 6-7 p.m., Sun- , 5-7 p.m., and daily, 10:30-11 .; Class C, Monday through Sat- ay, noon to 6 p.m., Sunday, noon 6 p.m., daily, 11 p.m. to mid- ht; Class D, daily, all other es.

26 MILLION SEE 'ASIA' FILM

35 Stations Show TV Documentary

RESISTANCE to Communist aggression in Asia is the subject of *Truth Shall Make Men Free*, a 13-minute documentary film which has been shown to an estimated 26 million television viewers in 25 U. S. metropolitan areas.

The Committee for Free Asia Inc., San Francisco, which is distributing the film, made by Palmer Pictures Co., San Francisco, said 53 showings already have been made by 35 stations since mid-February this year and that a total of 78 (or 72%) of the nation's 108 TV stations have requested the film.

The film depicts work by Asian and American newsmen, radio veterans, labor leaders, students, teachers and others to organize their own privately operated machinery in a drive against Communist aggression in Asia.

Alan Valentine, former president of the U. of Rochester and now president of the Committee for Free Asia, said the film has been distributed to 75 stations, with three requests still not filled because of the unexpected demand. He commended TV stations for helping to "bring to Americans . . . a deeper appreciation of the problems of Asia and of its people."

He said some stations have shown repeat performances.

NATIONAL Bank of Washington (D. C.) began sponsorship of *Your Commissioners' Report* last week. Program on WMAL-TV is presented to acquaint people of nation's capital with operation of city's government.

SENATE STUDIO

Sought in Ferguson Bill

SEN. HOMER FERGUSON (R-Mich.) has introduced a bill (S 3216) in the Senate that would permit the building of a television studio on the east gallery floor of the Senate wing. It would be maintained by the Senate Radio-TV Correspondent's Gallery.

The bill would authorize the spending of such funds as necessary for the studio's construction.

Sen. Burnet R. Maybank (D-S.C.) co-sponsored the measure. Harold D. McGrath, superintendent of the Senate Radio-TV Gallery, said five film units currently operate in the gallery. An average two forum, 10 TV film and 18 radio shows originate there. Increased activity, he noted, had necessitated the request for more space. The bill was referred to the Senate Rules and Administration Committee.

I DREAMED I WAS A MILLIONAIRE IN MY ALEXANDER FILM SHORTS

"As a matter of fact, the way those dynamic short TV film commercials by Alexander have sent our sales soaring, that first million may not be so hard to get after all!"

There's good reason why Alexander film shorts are used by more than 27,000 clients. It's a matter of quality and impact . . . sales winning factors that Alexander has perfected through more than three decades of experience as the world's largest producer of film advertising. For the best in TV film commercials, rely on Alexander . . . the pacemaker in quality and service!

ALEXANDER FILM CO.

COLORADO SPRINGS

New York • Dallas • Hollywood • Detroit • San Francisco • Chicago

GLOBAL LINK

Seen for New York, London

PROPOSAL for a global TV link among nations of the North Atlantic Treaty Organization, with terminal points in New York and London, was brought to public attention in two stories appearing in the *New York Herald-Tribune* fortnight ago.

The project is one phase of a master global communications blueprint for radio relay systems, television networks, AM and FM broadcast stations and facsimile. It has been under study and implementation for the past year [B•T, April 7; Sept. 3; July 30, 23, 1951].

The TV project picked up momentum two months ago as a potential "Vision of America" with the revelation that foreign nations are being urged to adopt U. S. video standards and finance installation of equipment as in Japan.

After Sen. Karl Mundt (R-S.D.), a prime mover behind worldwide television, apprised the Senate of current developments last April with a series of articles, the plan was discussed by representatives of the State Dept., Defense Dept., the FCC and the National Bureau of Standards.

The immediate program, labeled NARCOM, envisions microwave relay stations from New York through Montreal to Newfoundland, where network would convert to VHF transmission and extend along the Labrador coast. From there, the signal would jump to Greenland, Iceland and other points, reverting to microwave for extension through the British Islands. Land water relay systems would have to be established before NARCOM could begin operation. Both the military and the State Dept. stand to benefit from it.

Relay stations would cost about $50 million, covering some 68 outlets, on the basis of AT&T figures, according to Maj. Henry F. Holthusen, lawyer, financier and consultant to the State Dept. and one of the planners. Cost of installing some 180 relay stations in the U. S. reportedly was about $85 million.

Plans for similar systems also are underway in Egypt, Turkey, Australia and the Philippines, it was reported. The NARCOM system embraces use of wide band, VHF and microwave relay equipment (using FM) at strategically-elevated points.

The *Herald-Tribune* quoted Maj. Holthusen as saying that if government financing is not forthcoming, private industry might show interest in sponsoring the inter-continental TV link. Some manufacturers and financing "sources" have made overtures in this direction, it was said.

DuMONT executives gathered at a farewell luncheon for Clarence G. Alexander (seated, 2d from l), the TV network's director of operations who resigned to take the same post with RHC-Cadena Azul, Cuba. L to r are (seated) Lynn Cleary, manager of sales service; Mr. Alexander; Chris J. Witting, DuMont's director and general manager, and Alice Guego, secretary to Mr. Witting; (standing) Norman W. Drescher, administrative assistant; Irwin Rosten, assistant to the director of operations; Gerald Lyons, director of publicity and public relations; Donald A. Stewart, film department manager; Joseph Hess, budgets director; Jack Bachem, assistant director of sales; Melvin A. Goldberg, director of sales planning and research; Leslie G. Arries Jr., assistant director of programming and production; Edward Kletter, director of merchandising and business development; Donald H. McGannon, administrative assistant; Ted Bergmann, director of sales; Richard E. Jones, manager, WABD (TV) New York, and Rodney D. Chipp, director of engineering.

GE TV BOOKLET

Helps Station Planners

TO HELP prospective TV station operators prepare FCC applications and formulate basic construction details, General Electric is distributing a comprehensive teachnical booklet, *Television Station Planning*. Already delivered to Washington consulting engineers and attorneys, the booklet discusses station requirements, basic equipment combinations and integrated systems.

The material helps in choice of equipment for each installation "and is designed to give an overall awareness of the technical problems involved." GE will send the volume on request. Address GE at Onondaga County Savings Bank, Syracuse, or 777 14th St., N. W. Washington, D. C.

AP TV NEWS

Suspension Laid to Ma

INDICATIONS that the new station market will not in as rapidly as had been in expected were cited by the A sociated Press last week a reason for suspending its begun TV news service.

Suspension of the film s was scheduled to occur Friday film news was started Apri and produced by Spotnews P tions Inc. for the AP which tributed it to television sta A joint statement from the organizations said:

"Uncertainties of the f make it advisable to sus operations until there can clearer picture of the rapidity which new television stations come into existence. Indicat are that there may be no appre able expansion in the new sta market in the immediate future

The daily quarter-hour new reel had been suscribed to, at start, by seven AP member stations—KSD-TV St. Louis (*Post-Dispatch*), WDAF-TV Kans City (*Star*), WBAP-TV Fo Worth (*Star-Telegram*), WTA TV Norfolk (*Virginia-Pilot* a *Ledger-Dispatch*), WCAU-T Philadelphia (*Bulletin*), WHA TV Louisville (*Courier-Journal* a *Times*) and WBNS-TV Columb Ohio (*Dispatch*).

Domestic coverage was provid by cameramen and correspond in 42 states, with added represen tives signed in other states a Alaska, Hawaii and Puerto Ri Correspondents in 44 coun were slated to contribute for coverage.

Service was designed to be ex clusive to AP members, with T stations, like radio outlets, eligi for associate memberships in th press organization.

STATION KNXT (TV), KLAC-T and KHJ-TV Hollywood, KECA-T Los Angeles and KFMB (TV) S Diego awarded certificates of achiev ment by Armed Forces Radio Servic Hollywood, for telecasting *The B Picture*, TV film series depicting m and mission of U. S. Army. Col. W liam Mason Wright Jr., USA, Co manding Officer AFRS, made presen tions on respective programs last we

Originating Station
JOHNS HOPKINS SCIENCE REVIEW

ask any Baltimore time buyer about

WAAM

TELEVISION

CHANNEL 13

Represented Nationally by

HARRINGTON, RIGHTER & PARSONS, INC.

Chicago NEW YORK San Francisco

DUMONT-ABC AFFILIATE

TOP QUALITY MOTION PICTURES

Since 1932

Up-to-date completely equipped New York studios

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CORPORATION

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WLTV (TV) HEP

To All-Negro Variety TV

V'S FIRST and only all-Negro ariety program, claimed by LTV (TV) Atlanta for its aturday night features, *Golden ells* and *TV Cabaret*, has paid f in commercial success and audi- nce popularity, according to LTV General Manager William . Lane.

The program on May 17 gained ational sponsorship after quietly ebutting in February and being artured along by WLTV's produc- on staff until it became a stand- ut among live shows, he said.

Colgate-Palmolive-Peet, for etagon soap, took over a quarter- our of the 10-11:15 p.m. produc- ion. A second quarter-hour was ken cooperatively by Borden Co., aleigh cigarettes, Luzianne coffee d Ballard & Ballard (flour), with e co-op group plugging a coupon- remium plan. Mr. Lane said a ird national sponsor has con- acted for another quarter-hour nd an Atlanta appliance store has ken a fourth quarter-hour.

The program opens with the alf-hour *Golden Bells*, featuring e "Five Trumpets," a gospel nging group, and guest singing roups from Negro churches in tlanta and north Georgia. At :30, WLTV shifts to a second udio for the 45-minute *TV abaret*, conducted by m.c. Ray MacIver and featuring a five-piece blues band and a night club lineup of entertainers.

Mr. Lane said the program's commercial concept is to give national advertisers a direct vehicle of approach to the large Negro buying market of the Atlanta area.

NEW FILM FIRM

Lesser and Poe Open

OPENING of a new TV film distribution firm to be called Major Television Productions Inc., New York, was announced last week by Irving Lesser and Seymour Poe, co-directors of Producers Representatives of New York.

General sales manager of the new corporation is Maurie Gresham, who resigned as head of KLAC Los Angeles' TV distribution company. He will be headquartered in New York's RKO Bldg. Branch offices will be opened in Chicago, Atlanta, and Culver City, Calif.

Television and movie film properties to be distributed by the new corporation—with original cost estimated at $7 million, according to a Major spokesman—include four full-length motion picture films and nine musical films starring singer Bobby Breen. Firm is also offering 26 30-minute films titled "It's a Small World," and series of 26 "Thrilling Bible Dramas."

TV SERIES on "Let's Be Good Drivers" was telecast on *Woman's World* on WTMJ-TV Milwaukee. Shown receiving award for its presentation is Beulah Donohue, hostess on the program. R. G. Winnie (r), station manager, and R. C. Salisbury, director of safety division of Wisconsin Motor Vehicle Dept., inspect inscription.

Religious Program Hints

MINISTERS have been advised to watch such television performers as Arthur Godfrey and Dave Garroway in order to inject "spontaneity, friendliness, humor, and a warm open approachableness" into religious telecasts. This advice was contained in a 46-page booklet, published by—and available from—the Broadcasting & Film Commission, National Council of the Churches of Christ in the U. S. A., 220 Fifth Ave., New York 1, N. Y. Booklet was written by Rudy Bretz, TV consultant.

CONVENTIONS TV

Circuits To Be Ready

ALL UNDERGROUND TV circuits for the national conventions in Chicago will be installed by June 15, Illinois Bell Telephone Co. announced last week. Final microwave test was completed May 21 as engineers checked pickup facilities between the Amphitheatre at 43rd and Halsted Sts. and Merchandise Mart, feeder link between the convention site and NBC's WNBQ (TV).

Earlier tests at WGN-TV WENR-TV WBKB (TV) and the Conrad Hilton Hotel, convention headquarters for both parties, proved satisfactory, according to telephone company spokesmen.

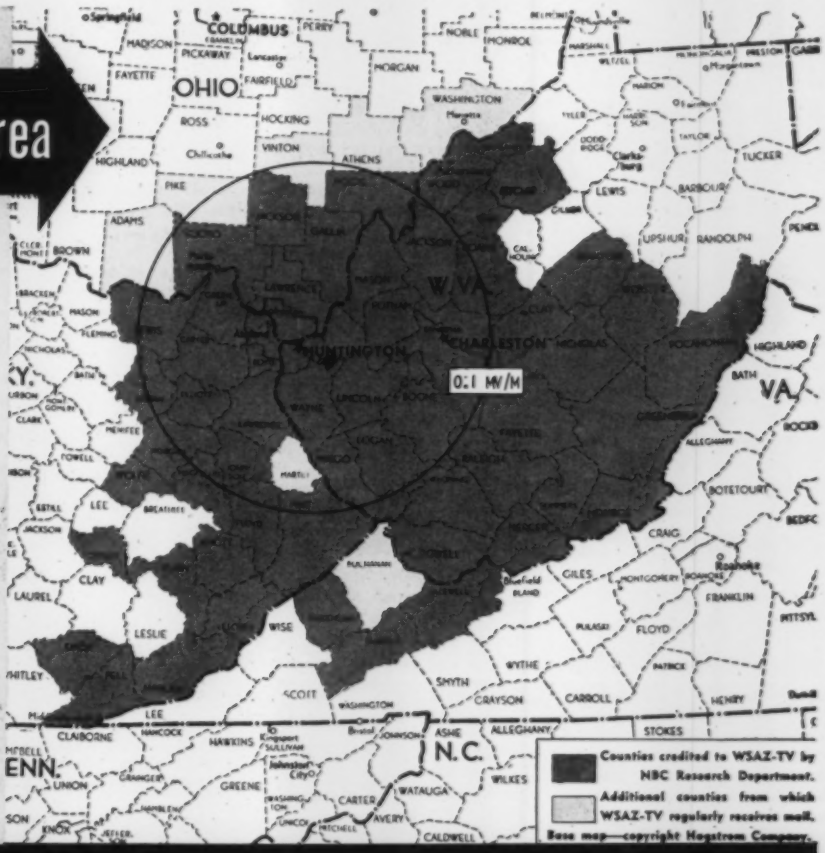
TV Relay Grant

FCC granted authority May 20 to the Pacific Telephone and Telegraph Co. to convert a telephone "protection" channel between Sacramento, Calif., and Portland, Ore., to enable KING-TV Seattle to receive live network telecasts of the political conventions in Chicago [B•T, May 19]. Temporary microwave relay facilities, already authorized, will be used to relay the signal from Portland to Seattle, FCC was informed. The petition also indicated the program service would be fed to "television viewer locations" in Portland, which has no TV outlet. Cable cost was estimated at $70,000.

Take a good look at this area

This is the coverage area of WSAZ-TV
It is in an area of
2,000,000 Persons
Here is a market larger than
MILWAUKEE

WSAZ-TV
HUNTINGTON, WEST VIRGINIA
CHANNEL 5



For more information call . . . THE KATZ AGENCY, INC.

NLRB REPORT

Raises Issues in Radio-TV Cases

OVER a year ago, an official of a large manufacturing plant questioned employes about their union buttons and lightly termed them a "pass to heaven." The National Labor Relations Board declined to accept the explanation that his statements were only "kidding remarks," and held them to be unlawful.

In Washington last week, the board issued its voluminous 16th annual report for fiscal 1951, covering some broadcast cases through early 1952, in which vital technical points emerged.

With the advent and growth of television and increasing demands for repeal or at least amendment of the Labor-Management Relations Act—the so-called Taft-Hartley Law—radio-TV broadcasters could profitably take more than a passing look at the board's decisions as a harbinger of things to come.

In the wake of NLRB's decisions over the last fiscal year, what are licensees' rights under current law and what course is the board likely to take in present and future cases involving station-union disputes?

Indeed, the labor agency has acted differently in comparable instances, when variable factors emerged, but some broadcasters have indicated more than minor confusion when confronted with complaints filed by various labor groups.

With the expansion of television, even the unions themselves—American Federation of Radio Artists, Television Authority, Screen Actors Guild, among others—have found their procedures and activities clouded with jurisdictional doubt.

The board's decisions in a number of radio-TV labor cases—and the underlying reasons given thereto—may dispel some of the fog, though this interpretation of its report is not intended to serve as a catch-all guide or indicative of bargaining unit trends in intra-union fights, such as between IBEW and NABET.

It is generally acknowledged among industry authorities that if the present administration prevails on Capitol Hill next year, a bid will be made to ease the Taft-Hartley law to the benefit of labor.

To what extent may NLRB extend its jurisdiction over radio stations?

Some time ago, the board made clear that network affiliation is not necessary to bring it within scope of interstate commerce. It implemented this conviction in cases involving WLEX Lexington, Ky., and WWOL Buffalo, N. Y. The criterion: Evidence of listeners and advertisers in other states.

KPAC Case Jurisdiction

The board may even extend its jurisdiction over a station operated by a college on an allegedly non-profit basis—such as KPAC Port Arthur, Tex. The board found here that the station actually operated "on a commercial basis for profit, although the profit went to a non-profit educational institution." The fact that the profits were channeled back to "cultural objectives" did not "alter the business character of the station's activities," NLRB ruled, adding that KPAC devoted nearly half its time to network shows.

Does the board have authority to "investigate the truth or falsity of non-communist affidavits?"

NLRB claims this responsibility rests with the Justice Dept. by statute and affirmed a prior ruling to that effect. It alluded to a labor case involving ABC.

What of cases wherein prior agreements are negotiated among licensees and unions and a rival union files a petition?

In the KMYR Denver case, the board ruled that if an employer and a certified union enter or renew a contract during the period between filing of a rival petition and the end of a certified pact with the existing union, the petition should be dismissed.

Is there an exception? Yes, where there is substantial evidence of a schism of employes from the certified union of such proportions that the bargaining relationship "has become a matter of extreme confusion and uncertainty." Then, the board orders an election before certification period ends.

In the case of William Penn Broadcasting Co. (WPEN Philadelphia), a board majority decided that an employer may continue bargaining with a union already established as majority representative "if a petition (from a rival union) raises no *valid* question of representation." The board made plain, however, they do so at their own risk and subject to unfair labor practices if the board later finds a valid question has been raised. The board overrode its trial examiner here and reopened the case.

What about the status of supervisory employes in television? The board made only one reference to this confusing problem.

Director Functions

In a case involving ABC, the board rejected the network's claim that a director does not "responsibly direct" actors' performances but that his directions are "suggestions, requests, cues." It held:

> What would be a direction in another industry may be termed a "suggestion" in the field of television, but nevertheless it is the director's concept of the desired result that governs the response of the performer, regardless of the manner of communication.

In another instance—that covering WCAU Inc. (WCAU-TV Philadelphia)—the board credited TV broadcast directors with authority effectively to recommend the transfer or discharge of employes under their direction, though such an occasion has never arisen. Where alleged authority of employes with disputed status does not exist, they may be included in the bargaining unit.

What of parttime radio-TV employes—those who work in different departments?

Previously, in four such cases—KPAC, WCAU, WWEZ New Orleans and WMBR Jacksonville, Fla.—NLRB required employes to work 50% of their time within the unit to be eligible for voting. It later modified this ruling and held these employes should be bracketed with parttime help—those who work for other employers or who at times remain idle.

WXYZ Detroit's *Jack the Bellboy* sales have been steadily mounting, as indicated by the above sales chart. Obviously pleased are WXYZ salesmen (kneeling, l to r) Doug Campbell and John Lyon. Standing on ladder, Henry (l), ABC Spot Sales Dept. mgr., and Joe Molin, WXYZ.

Where an employe's status is in doubt, he may vote subject to challenge—according to the decision in the WWOL Buffalo dispute.

Perhaps the most controversial and sensitive provision in the Labor-Management Relations Act is that governing interference with employes' rights—or so-called unfair labor practices.

The board has cited employers for interrogation of employes or applicants for employment, claims that union activity would result in economic detriment, "threats" of loss of employment, attempts to "influence" votes against the union and inducements to assist employes to withdraw from union. NLRB stated:

"Consistent with past rulings, the board has continued to hold that the questioning of employes by their employer *per se* violates Sec. 8 (a) (1) [of the act] when it concerns the following subjects: Employes union membership or activities; their attitude toward the union, or their desire for union representation; their voting intentions in a scheduled board election, or their views concerning a sched-

(Continued on page 84)

WSYR's Local Radio Sales

UP 39%

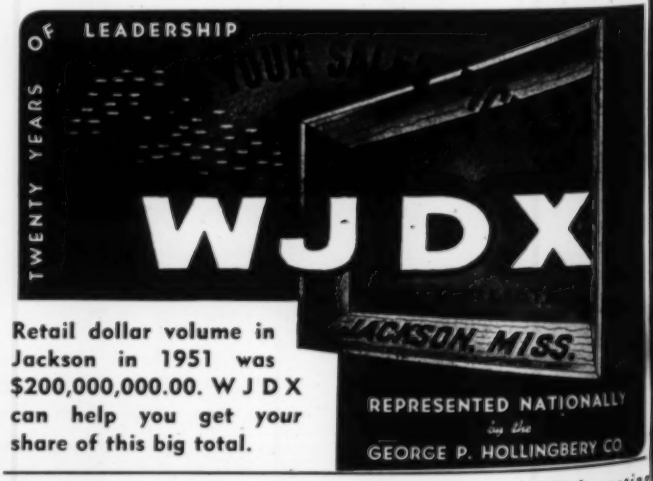
For the period ending April 30, WSYR's local radio sales were 39% ahead of 1951. The local advertisers responsible for this increase are the ones in the best position to test the effectiveness of all media. They know which advertising keeps the cash registers ringing.

National Spot Advertisers

TAKE NOTE

Write, Wire, Phone or Ask Headley-Reed

WSYR SYRACUSE
NBC Affiliate
570 KC
WSYR-AM-FM-TV
The Only Complete Broadcast Institution in Central New York



Retail dollar volume in Jackson in 1951 was $200,000,000.00. W J D X can help you get *your* share of this big total.

REPRESENTED NATIONALLY by the GEORGE P. HOLLINGBERY CO.

1 SET SALES

RTMA Reports Dealer Data

W statistical service started he Radio-Television Mfrs. Assn. ws sales of radio sets to deal- by manufacturers during the ndar year 1951. RTMA will lish data quarterly, but reports not include auto sets.

eports for 1951 shows domestic s of 7,588,810 home, portable clock radios. New York State s the list with 857,927 radios to dealers. Following are radio sales to dealers for 1951:

	Total
...ama	126,287
...ona	38,741
...nsas	74,575
...rnia	520,948
...rado	84,692
...ecticut	88,632
...ware	20,848
...t of Columbia	72,556
...da	170,923
...gia	169,096
...i	31,056
...is	448,572
...ana	203,711
...a	127,425
...us	116,761
...ucky	106,616
...iana	127,013
...a	62,379
...land	100,193
...achusetts	218,793
...igan	299,940
...esota	131,868
...issippi	72,265
...uri	197,512
...ana	39,367
...aska	77,254
...ada	9,221
...Hampshire	19,965
...Jersey	223,146
...Mexico	33,699
...York	857,927
...Carolina	181,338
...h Dakota	44,608
...o	408,449
...oma	108,574
...on	104,999
...sylvania	566,780
...e Island	37,493
...Carolina	74,612
...h Dakota	41,400
...essee	141,865
...s	404,190
...h	39,015
...mont	15,403
...inia	119,724
...ington	141,779
...Virginia	97,499
...sin	171,583
...ming	17,518

E Iowa Meet

MMUNICATIONS will be ex- ed by top speakers during a -day conference sponsored by ocal section of the Institute of io Engineers in Cedar Rapids, a, Sept. 20. Talks, exhibits, r inspections and a banquet will ight the session, to be held at Roosevelt Hotel.

ARTHUR H. CROGHAN (l), owner-general manager of KOWL Santa Monica, Calif., accepts station's gift from Jim Coyle, sales manager, on the occasion of his 25th anniversary in radio. Package contained a traveling clock.

DISC CONTEST

WAVE Reports Record Vote

TO SUPPORT its contention that radio is alive and kicking in a two-TV station market, WAVE Louisville reports that a late evening amateur disc jockey contest just completed broke its own record for number of mailed-in votes.

The program, *Oertels' 92 Disc Contest*, aired Monday through Saturday from 10:15-11:30 p.m., wound up a 27-week series with a mail pull of 111,583 votes, compared to 93,095 letters for a 30-week contest last year.

Four grand prizes included all-expenses-paid weekend in Hollywood, week's vacation at the Hotel Biloxi on the Mississippi Gulf Coast, a week's vacation at Fontana Village, Fontana Dam, N. C., and $400 merchandise prize consisting of household furniture, radio and other appliances. Expense-paid trips were good for two people in each instance.

Contest was conducted by Bob Kay, who interviewed amateur disc jockeys. Latter spun platters of their choice and wrote and read their own copy and commercials. Winner was chosen each night from three participants by telephone and weekly winners were determined by mail. Grand championships were held every six or eight weeks.

FAB MEET

New Membership High Reported by Floridans

LARGEST meeting in the history of the Florida Assn. of Broadcasters was held May 22-23 at Miami Beach with 169 broadcasters in attendance. Membership reportedly reached a new high with 73 of the state's 76 stations signed and 100% of the stations represented.

Main address was delivered by Maurice B. Mitchell, president of Associated Program Service, on "Radio Salesmanship." S. O. Ward, outgoing FAB president and president, general and promotion manager, WLAK Lakeland, taped the talk to be distributed to station staff members not present.

Florida's Gov. Fuller Warren made a special trip to address the broadcasters, telling them radio had played an important part in his administration. He said radio had been of greater service to him than any other medium for dissemination of news and publicity.

The Florida broadcasters adopted a new constitution and by-laws and elected officers (AT DEADLINE, May 26) to be installed July 1. Newly named to the board of directors were Eugene D. Hill, general and commercial manager, WORZ Orlando, and Tom S. Gilchrist Jr., general manager, WTMC Ocala.

Members of the board of directors and the membership were honored for services during the year by plaques presented to FAB President Ward and Secretary-Treasurer John B. Browning, general manager, WSPB Sarasota, by Maj. Garland Powell, director, WRUF Gainesville, at a banquet Thursday.

KBA SESSIONS

Two-Day Agenda Set

PROGRAM, sales and business sessions will highlight the semi-annual meeting of the Kentucky Broadcasters Assn. in Louisville, Ky. Thursday and Friday, J. W. Betts, WFTM Maysville, will preside as KBA president.

Meeting opens Thursday morning with registration at 9:30, followed by a business session and luncheon. Ken Sparnon, BMI, and Jean Thomas, originator of the American Folk Song Festival, will speak. Afternoon agenda calls for program-sales clinic, social hour and banquet, with Dr. R. Haynes Barr, president of the Kentucky Medical Assn., as guest.

Second business meeting and luncheon will comprise the Friday schedule, with Jack Younts, WEEB Southern Pines, N. C., as guest. Mr. Younts is secretary of the North Carolina Broadcasters Assn. Conference will be held at the Seelbach Hotel.

FM SET SURVEYS

Report High Percentage

TWO SURVEYS in Wisconsin and Illinois indicate a heavy concentration of FM receivers in homes.

A telephone survey of 500 families by the State Radio Council in Madison, Wis., indicates 42% of the area families have FM sets, with only 36% a year ago, 24.8% in 1950 and 18.4% in 1949. On the basis of the survey it is estimated there are 11,000 FM sets in Madison. The council operates a statewide network of six non-commercial FM stations, with two more under construction.

FM sets survey of homes represented by students from 297 families attending Carmi Township High School, Carmi, Ill., indicated 71.68% of homes contained FM receivers, according to Thomas S. Land, secretary and general manager, WROY-AM-FM Carmi. He said FM reception in the area is excellent, while claiming no AM station can be heard in the area at night.

New FM Speaker

A NEW type loudspeaker for FM reception was demonstrated for New York's Radio Club of America May 22. The loudspeaker is expected to retail for about $25 but reportedly is capable of matching performance of high-cost sound reproducing apparatus. Inventors Dr. Jordan J. Baruch and Henry C. Lang, of Massachusetts Institute of Technology Accoustics Lab., commented that the unit may be on the market by fall.

EARS THAT HEAR

IN YOUNGSTOWN ARE EARS THAT BUY!

WBBW'S concentrated coverage is not wasted on cornfields. Here's pin point selling that falls on receptive ears, "buying" ears — right in a market that really counts.

WBBW — the new ABC affiliate in Youngstown — brings you . . .

Concentrated Coverage and No Waste Circulation

ABC

WBBW

REP. FORJOE & CO. INC.

NEWS on KMBC-KFRM is TOPS...

. . . because KMBC-KFRM stays on 'top' of the NEWS!

And there is no greater value today than radio news!

KMBC-KFRM news programs are the most-listened-to newscasts in the heart of America. They enjoy their high ratings because of the reputation for accuracy and immediacy built by the KMBC-KFRM News Department.

Here is a tremendous sales potential in one of the nation's richest markets...the great Kansas City Primary trade area.

Call KMBC-KFRM or ask your nearest Free & Peters' colonel for complete details on the mighty voice of the KMBC-KFRM Team and for newscast availabilities.

KMBC of Kansas City

KFRM for Rural Kansas

• • • 6th oldest CBS Affiliate • • •

NLRB Report Raises Radio-TV Issues

(Continued from page 82)

uled board election; whether they had received solicitation letters from a union."

Among the stations that have found themselves involved on employes' rights are WATL Atlanta, Ga.; KVEC San Luis Obispo, Calif.; KWIN Ashland, Ore.

May a station licensee assist one union against another where the issue of communist domination arises?

The answer is no. In the Stewart-Warner case, NLRB ruled "the fact that the employer undertook to assist one union against another for patriotic reasons" does not "excuse a violation."

What is the extent of employes rights?

NLRB cited the case of WBT Charlotte, N. C. (Jefferson Standard Broadcasting Co.) in which it ruled that "employes were not protected in circulating a handbill attacking the quality of the employer's product." The handbill accused Jefferson Standard of providing "inferior and technically inadequate programs" through WBTV (TV). These tactics "were hardly less indefensible than acts of physical sabotage," and their discharges were lawful, the board stated.

At KFRM Kansas City, Mo., a shop employe was discharged—lawfully, the board decided—for referring to the employer's management and policies in profane and abusive language, in private and public places on the employer's premises.

Again in the Charlotte dispute, the board stressed that an employer is not required to negotiate with a union to settle unfair labor charges if he prefers to test the legality of his conduct at NLRB level.

In the WTAL and KDRO Sedalia, Mo. cases, the board ruled:

"Outright refusals to meet with the representative of a majority of employes for negotiations continue to occur, but alleged violations . . . more often take the form of a refusal to discuss or negotiate a particular matter." Some matters fall in the bargaining area, others don't. But it added:

"The filing of unfair labor practice charges does not relieve an employer of the continuing duty to bargain. Neither does a union's resort to a lawful strike. . . . The fulfilment of the obligation to bargain becomes doubly important during a strike."

With respect to bargaining in "good faith," the board noted that stations have been cited for "demanding radical changes at the 11th hour in negotiations." This the board took to be evidence of an insincere desire to reach agreement with the union. Other samples: "A sudden and unexplained shift in its bargaining position" and demand for a "much shorter contract."

Suppose a broadcaster invokes the free speech guarantees of the Constitution and promises employes greater benefits than they would otherwise obtain from a union?

Such speech is not "protected" and interferes with employes' rights, the board said.

Specifically, the first amendment was held not to protect statements made by Valley Broadcasting Co. (identified as licensee of WSTV Steubenville, Ohio) which allegedly sought to induce employes to accept benefits in individual agreements as a condition to their "abandonment of the union."

Despite their involvement in labor disputes no broadcasters were involved in petitions for injunctions during the year.

NLRB was confronted with its greatest workload in the 16 years of existence during fiscal 1951, which ended last June 30, with over 15,500 unfair labor practice and representation cases filed. Total of over 15,000 cases were closed and another 5,000 were still pending, the board reported.

In the wake of a law that upset the traditional labor advantage of the original Wagner Act but still retains appreciable benefits for unions, it will be noted that 79.1% (or 4,164) of all unfair labor practice charges were filed against employers, with formal complaints issued in 630 cases.

Other facts: Some 6,000 representation elections were held, with bargaining agents chosen in 73% of those instances. These agents represented 76% of those employes eligible to vote. Over $2 million was paid out to 7,000-plus employes in back pay during fiscal 1951 because of "illegal discrimination."

BASEBALL PLUGS

Boost WEMP Audience

NEW ANGLE in promoting listenership for the Milwaukee Brewers baseball team has been inaugurated by Mathisson & Assoc. there, agency for the Miller Brewing Co., exclusive sponsor of broadcasts of the team's games over WEMP-AM-FM Milwaukee.

Under the direction of Edward G. Ball, the agency recorded the voices of the team's 15 best known players. Spots invite listeners to the ball park for home games. Each spot is introduced by sportscaster Earl Gillespie.

After the player's voice, an announcer tells listeners to tune in to the Miller High Life baseball broadcast if they can't attend the game. Different tapes of players are used to ask listeners to tune in on games when the team is on the road.

6,842-to-1 Return

JUST ONE WGY Schenectady announcement brought an avalanche of 6,842 letters and post card replies. Howard Tupper, WGY senior staff announcer, made the announcement on an unsponsored 7:05 a.m. *Weather Show*. Mr. Tupper asked listeners to tell him what value they placed on his weather program. Answers came from 611 towns and cities in 69 counties of seven northeastern states. Many respondents said they place great value on the program in conducting their daily business.

ANPA 'ATTACKS'

Refuted Over W

REBUTTAL to newspaper ad... pared by the Bureau of Adver... of the American Newspaper ... lishers Assn. was aired in a ... analysis by Gren Seibels, ... rector at WMSC Columbia, ... according to C. Wallace ... general manager.

In his talk Mr. Seibels ... newspapers of going "out of ... way to criticize radio and ... sion." He said many of the ... newspapers are running a ... full-page "attacks" which ... to a "rough and tumble, ... your-competition promotion ... paign."

Refuting "implication" in ... that radio programs reach ... fractions of the total public ... as sports show fans and ... show listeners, he said smar... vertisers already know this ... spend their money to reach ... audience they want at rates ... than that of newspapers, ... of circulating their advertise... "to an audience that will ... cannot respond."

Speaking of news interpreta... he said a reader in South Car... who limited himself to the edit... columns would assume the ... was "truly a Garden of Eden ... its politicians and office holders ... above and beyond reproach; ... the state needs nothing more ... plicated or serious than a few ... traffic lights and more highly ... riched hominy grits and bigger ... better flower arrangements ... come a complete paradise on ...

"In Columbia," he said, "... citizen who wants an outspo... discussion of public affairs ... perforce, turn on his radio."

Sterling Speaks at WB...

FCC Comr. George Sterling ... with members of the broadcast ... dustry last Thursday at WBZ B... ton's Radio-TV Center and ... dressed the group on "The Ra... Broadcasters Part in Civil ... fense." Talk explained the f... tion of Conelrad to the eastern ... England broadcasters.

WJPG

THE RADIO SERVICE OF THE GREEN BAY PRESS-GAZETTE

GIVING MORE PEOPLE MORE REASONS TO LISTEN MORE OFTEN

EMPHASIS ON LOCAL NEWS, SPORTS, EVENTS, AND ENTERTAINMENT FAVORITES PLUS MUTUAL'S HEADLINERS

Nearly Everyone in the Green Bay Area has a compelling reason to listen to WJPG *some time every day.*

GREEN BAY IS A FAVORITE TEST MARKET

WJPG Green Bay, Wisconsin

McGILLVRA, Rep.

New York · · · · Chicago

KGW

THE *People's Choice* IN PORTLAND, OREGO...

1,246,540 active, young-minded We... erners comprise KGW's market in ... big, prosperous metropolitan Oreg... counties, plus a generous slice of Sou... western Washington.

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., IN...

programs promotion premiums

RING of WJZ New York program, *Kitchen Capers*, has from the Circle Lounge of York's Hotel Governor Clinshow features Glenn Riggs, in ion-and-answer giveaway pro- In attendance the first day Ted Oberfelder, vice president, and Lansing P. Shield, presiof Grand Union Stores.

•—•—•

CE CADET' KITS

DDIN INDUSTRIES, makers etal lunch kits and vacuum s, has received a franchise Toni Mendez Inc., exclusive or for *Space Cadet* merchand- The kits bear a picture of l *Space Cadet* characters. plete with fresh coffee and the kits were sent to the last week to promote introon of the item.

•—•—•

THER PROMOTION

THER reports are being pro- by KPQ Wenatchee, Wash., such tricks as a recent letter- g contest awarding a weather as prize for a letter on the t, "Should our weather man the weather report?" General ger James W. Wallace re- winner signed himself f Big Smoke" and suggested dian war dance instead to ge" weather when needed.

•—•—•

LISTENERS SURVEY

DY of tot listening reaction to in Glenn's *Play Club*, a half- morning children's show on T (TV) Cincinnati, will be by Dr. Ruth I. Smith, assistprofessor of kindergarten and ary education at the U. of nnati, according to John T. ay, TV vice president for rosley stations.

•—•—•

M'S CHAIN LIGHTNING

IN LIGHTNING merchandisplan of WTAM Cleveland got st when 41 super stores were to the plan by Acme, which orts the oldest food chain in nit county. Additions bring to- 389 stores and food markets ating 21 counties, according Eugene R. Myers, new WTAM ndising manager.

VACATION CONTEST

PROMOTION feature has been devised by Stewart MacPherson, star of WCCO Minneapolis-St. Paul's *Sportingly Yours*, to sell Rock Spring Beverages and publicize his program. Listeners are asked to send in the "most interesting, original and thought-provoking question," accompanied by a beverage label. Two winners will receive week's vacation at beach resort. Beach resort itself is mailing scenic postcards calling attention to contest on Mr. MacPherson's show. Other winners will receive sporting equipment, mailed by the beverage company and Erwin, Wasey & Co. Inc.

•—•—•

TV MEETS GRADUATES

BROCHURE to acquaint those in the TV industry with Syracuse U.'s coming TV graduates has been mailed out by the university. Booklet, titled "Ready One! Take One!" is done in year book fashion with portraits of each graduate and information concerning his background and capabilities.

•—•—•

MBS 'FLASH FEATURES'

"FLASH FEATURES," twicemonthly clip sheet distributed to newspapers by MBS, devoted one issue exclusively to MBS radio coverage of the national political conventions this summer, with each story bylined by a top MBS commentator.

•—•—•

WCAU'S TV TOUR

TELEVISION tour of WCAU Philadelphia's new Radio-TV Center was held a fortnight ago taking viewers behind the scenes at the new building and showing the inner workings of a radio-TV station. Program was telecast daily for 15 minutes through May 26. Official dedication of the center was held May 27. Charles Vanda, vice president in charge of TV, handled the shows.

'OPERATION HEAT WAVE'

FOR the first time, WRC Washington is offering a special discount plan for advertisers whose products move best when the sun is hottest. From May 25 through Sept. 25, advertisers are offered 20-second stationbreak announcement. Station will accept "hot weather" advertisers only under "Operation Heat Wave" plan. Each advertiser must agree to minimum of $500 for spots to be used at the advertiser's discretion anytime during the four-month period.

•—•—•

POOL TELECASTS

HOUR long Sunday show is being telecast by KNBH (TV) Hollywood from the pool of the Town House in Los Angeles featuring fashions, news and interviews. Anita Louise, film star, acts as hostess of the program designed to show Hollywood as the fashion center of the West.

•—•—•

WMIL NEWSPAPER AD

READERS of the *Milwaukee Sentinel* were asked this question by WMIL Milwaukee: "Do You Know That You're Worth Just 1/20th of a Cent?" Ad then explains, "That's right. When an advertiser figures what it's going to cost him to tell you his story, you're worth just exactly one-twentieth of a cent!" The advertisement said that advertising reduces costs and that this was especially true of radio, because it is so economical. Special plug is given for WMIL's *Family Party* featuring "Fritz the Plumber".

•—•—•

WLW FARM PAMPHLETS

CROSLEY Broadcasting Corp. will distribute pamphlets to more than 6,000 persons expected to take part in the annual visit to Everybody's Farm, operated near Mason, Ohio, by WLW Cincinnati. The 137-acre farm, site of WLW's 710-ft. tower, features the most modern agricultural methods. Three WLW programs originate from the farm.

•—•—•

WRVA SCHOLARSHIP

COMPLETION of a 13-week cycle of quiz programs which gave $4,200 in college scholarships to winning high school contestants has been announced by WRVA Richmond, Va. *Scholarship Quiz* was conceived by Sam Carey, WRVA program service manager. Program was sponsored by WRVA and the U. of Richmond. Nearly 1,500 man hours went into the planning and production of the 13 half-hour broadcasts which were produced by Ray Kennedy, of the WRVA production staff. Series drew praise from Virginia educators and newspapers.

WEAU COLOR MOVIE

NOVEL "Down to Earth" luncheon sponsored by WEAU Eau Claire, Wis., in Minneapolis, featured a color motion picture of the WEAU 1951 Wisconsin Plowing Contest and Soil Conservation Day, produced by Bob Nelson, program-promotion director, with the sound track made in WEAU studios. About 70 time buyers, advertising and promotion managers from Twin City agencies attended.

•—•—•

ROUNDTABLE SERIES

SERIES of roundtable programs on civic affairs with a panel of members of the London Junior Chamber of Commerce was recently broadcast by CFPL London, Ont. The program won the "award of achievement" of the national association of Junior Chamber of Commerce. CFPL not only aired the program each week, on a public service basis, but also helped produce the programs with training and technical advice.

•—•—•

FASHION SHOW

FASHION show featuring 80 models showing the latest in spring and summer finery was sponsored short time ago by WARA Attleboro, Mass. Nine shops which advertise on the station were represented at the show proceeds of which went to charitable organizations in the city. Affair, which was coordinated by Jo Sherman, station women's director, is scheduled for annual production.

WARD in Johnstown is TOPS

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—for the Advertiser

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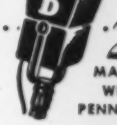

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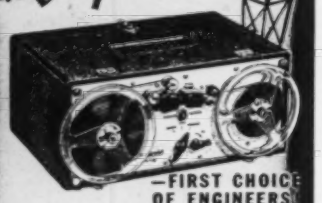

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FCC actions

MAY 23 THROUGH MAY 28

CP-construction permit	ant.-antenna	cond.-conditional
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
STL-studio-transmitter link	aur.-aural	trans.-transmitter
synch. amp.-synchronous amplifier	vis.-visual	unl.-unlimited hours

STA-special temporary authorization CG-conditional grant
SSA-special service authorization

Grants authorizing new stations and transfers, accompanied by a roundup of new station and transfer applications, begin on page 91.

May 23 Applications . . .

ACCEPTED FOR FILING

AM—1380 kc

David M. Segal, Kansas City, Mo.—CP for new AM on 1280 kc 500 w d AMENDED to change frequency to 1380 kc, increase power to 1 kw.

Application Amended

Garden State Bcstg. Co., Atlantic City, N. J.—CP for new AM on 1490 kc 250 w unl. AMENDED to change trans. and studio location.

AM—550 kc

WHLM Bloomsburg, Pa.—CP change from 690 kc 1 kw D to 550 kc 500 w unl. DA-DN and change trans. site.

License Renewal

Following stations request renewal of license:
KVRC Arkadelphia, Ark.; KDMS El Dorado, Ark.; KVMA Magnolia, Ark.

FM—101.9 (Ch. 270)

WKRC-FM Cincinnati—CP change ERP from 12.6 kw to 15.624 kw, ant. height from 600 to 531 ft.

Extend Completion Date

WMVO (FM) Mt. Vernon, Ohio—Mod. CP for extension of completion date.

TENDERED FOR FILING

AM—1340 kc

KSID Sidney, Neb.—Mod. CP change from 1540 kc 250 w D to 1340 kc 250 w unl.

AM—770 kc

KOB Albuquerque, N. M.—Extension of SSA to operate on 770 kc 25 w—N. 50 kw—D unl., using trans. authorized under CP beginning 3 a.m. EST 9/1/52.

May 26 Decisions . . . .

BY BROADCAST BUREAU

FM—91.7 kc (Ch. 217)

KSDS (FM) San Diego, Calif.—Mod. of license to change freq. from 91.7 mc (Ch. 217) to 88.3 mc (Ch. 202).

Granted License

WALK Patchogue, N. Y.—License for new AM station: 1370 kc 500 w D.

KVOZ Laredo, Tex.—License for new AM station: 1490 kc 250 w unl.

WARL Arlington, Va.—License covering changes in trans. and studio locations, ant. system to include FM antenna.

WRBL-FM Columbus, Ga.—License for FM station; 93.3 mc (Ch. 227); 46 kw; ant. 408 ft.

WRMZ Allentown, Pa.—License covering FM station; 100.7 mc (Ch. 264); 20 kw; 290 ft. ant.

WHOS-FM Decatur, Ala.—License for FM station: 92.5 mc (Ch. 223); 7 kw; 30 ft. ant.

WHRM (FM) Madison, Wis.—License covering changes in non-commercial educational FM station; 91.9 mc 114 kw 790 ft. ant.

Sign Off at 6:30 p.m.

KJAN Atlantic, Iowa—Granted authority to have regular sign-off period at 6:30 CST, for period 5-1-52 and ending in no event later than 9-31-52.

Extension of Authority

WIPR Santurce, P. R.—Extension of authority to broadcast from 8 a.m. to 6 p.m. from studio located at Munoz Rivera Park, pending completion of permanent studios for period 5-25-52 and ending no later than 6-23-52.

Approved Location

WRAP Norfolk, Va.—Mod. CP for approval of ant. and trans. location.

KBRZ Freeport, Tex.—Mod. [illegible] approval of ant., trans. location

WSWF Ft. Myers, Fla.—Mod. [illegible] change trans. and studio location

WKEI Kewanee, Ill.—Mod. CP [illegible] proval of ant., trans. and studio [illegible] tions, and change type of trans.

Extension of Completion Date

WFSI Lakeland, Fla.—Mod. [illegible] change type of trans., ant. system, extension of commencement and completion dates from 2 months to 8 months, respectively from date of grant; Freq. 88.1 mcs Channel [illegible] w.

WGAR-FM Cleveland—Mod. [illegible] change ERP from 20 to 31 kw, height from 500 ft. to 410 ft., trans. location and ant. system, extend commencement and completion dates from 2 months and 8 months respectively from date of grant.

WVOW-FM Logan, W. Va.—Mod. CP for extension of completion date to 7-1-52.

WSBA York, Pa.—Mod. CP for extension of completion date to [illegible]

Following were granted mod. CP for extension of completion dates indicated:

WIMS Michigan City, Ind., to 8-1-52
WSAY Rochester, N. Y., to 7-1-52
KWOC Popular Bluff, Mo., to 7-1-52
WRSW Warsaw, Ind., to 7-31-52

ACTIONS ON MOTIONS

By Com. E. M. Webster

Dick Bestg. Co., Knoxville, Tenn.—Denied motion to strike appearance of Knoxville Ra-Tel Inc. in re applications in Dockets 10184 and 10185.

Easton Pub. Co., Easton and Allentown, Pa.—Granted petition of Easton Pub. Co. and WHOL for leave to intervene in proceeding in re application of Sussex County Bcstg. Co., Newton, N. J.

KLMR Lamar, Col.—Granted extension of time to June 16 to file exceptions to initial decision and request for oral argument in re consolidated proceeding involving application and those of KGAR Garden City, Kan. and KFOR Lincoln, Neb.

William C. Grove, Wheatland, Wyo.—Granted petition to accept late appearance in re reinstatement of application for CP.

By Hearing Examiner Fanney N. Litvin

Azalea Bcstg. Co., Mobile, Ala.—Set aside order of 5-16-52, purporting to grant petition of Azalea Bcstg. Co. for leave to amend application to change site and show new coverage data, as said order was issued under misapprehension of fact that tendered document was signed by applicant whereas it was not signed by any of applicant partners but by applicant's engineer who is not member of partnership.

By Hearing Examiner J. D. Bond

B & C Radio Co., Rockford, Ill.—Pending motion to reconvene hearing for further hearing thereon before Examiner Bond in Washington on May [illegible]

May 27 Applications . . .

ACCEPTED FOR FILING

Extension of Completion Date

WEEK Peoria, Ill.—Mod. CP which authorized change in DA for extension of completion date.

WBUD Trenton, N. J.—Mod. [illegible] which authorized change in freq.

TV Interference

COMPILATION of magazine articles on TV interference (TVI), with recommendations for overcoming various types, is contained in the second edition of *Television Interference*, edited by Philip S. Rand and published by the Remington Rand Lab. of Advanced Research, South Norwalk, Conn. More than 20 articles are contained in the volume, reprinted from such technical and lay magazines as *QST, CQ, Electrical World, Electrical Manufacturing, Radio & Television News, Business Week, Radio-Electronics.* In its first edition, over 20,000 copies were distributed free of charge. Of interest is an article on "TVI From 21 Mc," published in the December 1948 *QST*. Amateurs began using the 21 mc band early this month and potential interference to TV receivers using the same band for IF circuits has caused concern [B•T, May 5].

LATEST LIST of independent stations now being serviced by Press News Ltd., radio subsidiary of Canadian Press, now totals 89 stations. In addition, Canadian Press supplies Canadian Broadcasting Corp. with full service, from which CBC writes own newscasts.

FINAL TV ALLOCATIONS REPORT

Extra copies of this 196-page printed report available at $3.00 each.

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... DA, trans. and studio location, ...tension of completion date.

License for CP

...VOR-FM New Rochelle, N. Y.—Li... for CP authorizing new FM sta-

Modification of CP

...RZO-TV Kalamazoo, Mich.—Mod. ... change ERP from 8 kw vis. 8 kw aur. to 80.5 kw vis. 40.5 kw aur.; trans. location from 4½ miles N. W. of Richland near Kalamazoo to corner AB Ave. & 24th St., near Plainwell, Mich.

TENDERED FOR FILING

Change ERP

WBRC - TV Birmingham, Ala.—AMENDED to request change of ERP from 28.8 kw vis. 14.4 kw aur. to 100 kw vis. 50 kw aur.

APPLICATION DISMISSED

WFMZ (FM) Allentown, Pa.—DISMISSED license for CP which authorized new FM station (application unnecessary).

(Continued on page 91)

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum*
All other classifications 30¢ per word—*$4.00 minimum* • Display ads. $15.00 per inch

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APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing. All transcriptions, photos, etc. sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

Experienced manager for net affiliate in excellent Iowa market. Box 301P, BROADCASTING • TELECASTING.

Salesmen

First class salesman wanted by AM-FM station in south Atlantic state. Must be reliable, industrious, sober. Don't expect a world beater but a plugger. All type accounts including department stores. Box 235P, BROADCASTING • TELECASTING.

CBS station in highly competitive southeastern city will add one salesman to present staff. Remuneration on commission basis with adequate draw. Write in full giving references and experience. Box 252P, BROADCASTING • TELECASTING.

Earn big money! Well established top-rate transcription company has good territories open for high-class salesmen who contact radio and TV stations, ad agencies and sponsors. Liberal commissions. Send references and photo. Box 298P, BROADCASTING • TELECASTING.

Announcers

Experienced announcer-engineer. Seventy-five start. Upper midwest. Box 26P, BROADCASTING • TELECASTING.

Combination announcer-engineer wanted by Florida major network regional fulltime station. Special emphasis on announcing but must hold first class license. All applications confidential. Box 76P, BROADCASTING • TELECASTING.

Announcer-engineer with first phone. Must have top announcing ability. CBS station in highly competitive southeastern city. Send all pertinent information, salary requirement, telephone number, etc. Do not send audition until requested. Box 253P, BROADCASTING • TELECASTING.

Announcer-engineer (two), emphasis on announcing, at once for Virginia Mutual station. $300.00 month to start. Tell all first letter. Box 277P, BROADCASTING • TELECASTING.

Announcer-engineer, announcer, first phone must be top quality announcer, CBS midwest station. Box 281P, BROADCASTING • TELECASTING.

Good announcer who has experience at copywriting. Pennsylvania independent. Send full resume experience, plus audition, photo and sample copy. Box 289P, BROADCASTING • TELECASTING.

Young combo man, first phone, seeking varied experience in live Wisconsin city. Emphasis on announcing and commercial copy. Opportunity for promotion. Write Box 297P, BROADCASTING • TELECASTING.

We are a 1000 watt network affiliate offering above average pay for an above average staff. Modern plant, excellent working conditions in Rocky Mountain state. Will soon have an opening for a good combo-man. Announcing ability is of prime importance. 1st phone and car necessary. Interested only in a man who wants to settle in a fine community offering healthy climate, unsurpassed hunting, fishing and scenery. Include picture, full details, references first letter. We're particular. We want you to be. Box 303P, BROADCASTING • TELECASTING.

Announcer-engineer for independent station. Engineering experience unnecessary, must have first phone. Must have good voice and be able to do top disc show. Good pay, excellent working conditions, immediate opening. If interested call Jim Bradner, collect, KGBC, Galveston, Texas.

Announcer, announcer-salesman. Top salary. Audition, photo, particulars to Larry Filkins, KSCB, Liberal, Kansas.

Help Wanted (Cont'd)

Announcer, staff, control board. Strong on news and commercials. Salary $60. Opportunity for advancement. Write KFAL, Fulton, Mo.

Wanted: Staff announcer who can also do good newscast. Please send all information, including salary requirements to KFBB, Great Falls, Montana.

Wanted—June 1st—one combination radio announcer-engineer-give full particulars in first letter. Write KWCJ, Natchitoches, Louisiana.

Immediate opening for experienced, deep voiced, announcer. Must run board and ad-lib. No trainees; no prima donnas need apply. If you're good—rush full info as preliminary to personal interview to Art Ross, P.D., WCUE, Akron 8, Ohio.

Announcer, first phone, clean, moral, not smoke, or drink, for independent regional, send disc, photo, resume to H. E. Smith, WAVL, Apollo, Penna.

Announcer-engineer. Use us as stepping stone! If you lack experience but have announcing possibilities, develop while working at reasonable salary in pleasant Florida citrus and lake area. 250 watt network affiliate. If you're ready for larger station at end of year, we'll help you get the job. WSIR, Winter Haven, Florida.

Announcer, some experience, or announcer-engineer. WVOS, Liberty, New York.

Technical

First class engineer, key position. $75.00, forty-four hour week. State availability. Box 192P, BROADCASTING • TELECASTING.

Southern regional needs 1st class engineer. AM and FM operation. Application for television. Excellent engineering facilities. Convenient to bus lines. Write, giving full details of experience with references. Box 203P, BROADCASTING • TELECASTING.

First class engineer. No experience required. Virginia network station. Box 238K, BROADCASTING • TELECASTING.

Engineer, 1st phone for 500 watt midwest station. Box 295P, BROADCASTING • TELECASTING.

Chief engineer for both AM and currently operating TV properties in middle-sized midwestern city. Good immediate opportunity for top quality engineering executive. TV experience desired but not absolutely necessary. Send all information to Box 296P, BROADCASTING • TELECASTING.

First class engineer-operator needed immediately for fulltime station. No announcing. WFAH, Alliance, Ohio.

Want first class engineer. Evening shift. Contact WIEL, Elizabethtown, Kentucky.

Immediately; experienced combination man. Air work important. Salary excellent. Send recording. Contact Manager, WITZ, Jasper, Indiana.

Immediate opening for three first class transmitter operators. Car essential. Will negotiate salary according to experience. Write or call J. Boler, North Dakota Broadcasting Company, Box 468, Minot, North Dakota, phone 51161.

Engineer-announcer. Immediate opening for experienced, hard working individual. Small town independent with wide outside coverage. Good salary. Permanent. Wire, write or phone WASL, Annapolis, Maryland.

Help Wanted (Cont'd)

Wanted—First class license experienced or inexperienced for AM-FM operation. Sober, conscientious man. Reply WBUY, Lexington, N. C.

First class licensed engineers write fully in strictest confidence. Interested especially if you know 5000 watt Collins transmitter, operation and repair of Magnecord tape and Presto recorders. Howard Stanley, WEAM, Arlington, Va.

Immediate opening for first class ticket holder. Will accept beginner. Will pay higher wage for combo man. Expanding southern New England market. 250 watt, daytime. Independent. WLAD, Danbury, Connecticut.

Engineer with first class license. Willing to learn announcing. WREL, Lexington, Virginia.

Engineer needed immediately, $1.25 per hour, 40 hour, guarantee time and half for overtime. Remotes. WMFC, Monroeville, Alabama.

Immediate opportunity — Experienced transmitter engineer with supervisory qualifications. WSTC, 270 Atlantic Street, Stamford, Conn.

First phone transmitter operator. WSYB, Rutland, Vermont.

Immediate opening for first phone license. No experience needed. Car required. Contact Chief Engineer, Radio Station WTNS, Coshocton, Ohio.

Engineer, first class. Immediate opening. Previous experience not essential. Contact James Trewin, Station Supervisor, WVCV, Cherry Valley, New York.

Production-Programming, Others

Experienced production-continuity writer for midwest radio-TV. AFRA minimum: $3800 first year; $4400 second year. Three weeks vacation. Box 278P, BROADCASTING • TELECASTING.

CBS affiliate in leading southeastern market needs promotion man, preferably with radio and TV experience. Excellent opportunity. Please send full details to Box 315P, BROADCASTING • TELECASTING.

Program director—Opening June 15 for capable man. Good opportunity for man with ideas. Applicants from Illinois and adjoining states only can be considered. Personal interview necessary. Apply Bill Holm, WLPO, LaSalle, Illinois.

Situations Wanted

Managerial

Manager. Promotion. Manager profitable small independent wants larger market. Married. Phi Beta Kappa college grad, 27, 4 years experience all phases radio. Promotion-minded. Can build and hold listeners, clients. Must earn $7500 to consider change. Excellent references. Box 288P, BROADCASTING • TELECASTING.

For sale reasonable . . . 18 years of radio experience. Covering all phases including ownership, management and salesmanagement giving individual excellent background to cope with operational and profit problems. Sober family man, age 42 with references. Will phone or call personally on any prospective employer. Box 291P, BROADCASTING • TELECASTING.

Salesmen

Commercial manager, prefer Old Dominion area, thorough bottom-to-top radio background including sales, programming, production, administration. Box 279P, BROACASTING • TELECASTING.

Situations Wanted (C

Sales manager with fine pe... record local and national ac... pendable with ability to build ... salesmen. Unhealthful clim... sitates change immediate ... 286P, BROADCASTING • TE... ING.

Eastern seaboard. 5 years ... newspaper, agency, radio ... watts, N. Y. C., New England ... car. Have served as comme... ager. Box 320P, BROADC... TELECASTING.

Announcers

Staff announcer—Can punch ... know jazz, pops, classic. Hand... and write copy. Experience... Box 263P, BROADCASTING ... CASTING.

Thoroughly experienced ... seeks permanent position ... northeast. Mature, reliable. ... BROADCASTING • TELECAS...

Announcer—4 years, strong ... Commercials, news, operate ... Available immediately. Top ... resume and tape on request. ... BROADCASTING • TELECAS...

Now airing successful morning ... Fourteen years experience, ... television. Desire opportunity ... combo TV and air or sales ... Brochure and tape upon request. ... 293P, BROADCASTING • TELE... ING.

Announcer — Experience all ... news, sports, dance band remote, ... merly ran popular night disc ... New York. Night-turn pref... Available immediately. Prefer ... midwest. Box 294P, BROADCA... • TELECASTING.

Sports announcer—veteran ... play all sports both AM-TV ... show has top rating. Winning ... popularity awards this spring. ... situation makes termination ... long association desirable. ... BROADCASTING • TELECAST...

Hillbilly DJ specialist. Genu... nouncing, musician. Board ... change. Nine years experience ... details request. Box 307P, ... CASTING • TELECASTING.

Staff, sports, publicity or all ... Some experience. Summer ... ment or permanent. Particularly ... sports background. Box 312P, ... CASTING • TELECASTING.

Announcer seeks step up ladder ... 250 watter. BA Degree. Good ... caster. Year of board, writing. ... 314P, BROADCASTING • TELE... ING.

Announcer—4 years experience ... staff duties. Friendly, informal ... Intelligent news. Draft exempt. ... 318P, BROADCASTING • TELE... ING.

Announcer—strong on news and ... Tape available. Married veteran. ... 319P, BROADCASTING • TELE... ING.

Announcer — Thorough knowledge ... phases radio. Good voice, good ... strong news. Midwest preferred. ... ried, draft exempt. Tell your ... sell your story with Dave Jones, ... W. Summerdale Ave., Chicago ... linois.

Announcer, strong news and ... mercials, good disc work. 32 years, ... married, draft exempt veteran, ... graduate. Prefer southwest or Flo... Kenneth E. Johnson, 727 N. Ea... Milwaukee, Wis. DIvision 2-491...

Announcer—all phases—operate ... married — draft exempt — experi... New York City—available immedi... H. R. Miller, 1141 Elder Ave. N. ... Tivoli 2-4780.

Announcer-engineer—1st phone ... 10 kw. Experience. Strong ... sports. Will travel. Draft ex... William Rogel, 1275 Grant Avenue, ... York City, N. Y.

Technical

4 years broadcasting, 10 radio ... including 50 kw, construction ... tions, age 31. Desire permanent ... tion midwest. Presently employ... Available June 7. Box 219P, BRO... CASTING • TELECASTING.

First phone. Four years experi... AM-FM transmitter, studio, rem... Car. Box 276P, BROADCASTING ... TELECASTING.

Transmitter engineer, six years exp... ence, no announcing, prefer Mich... or Ohio, married. Box 284P, BRO... CASTING • TELECASTING.

Chief engineer, 12 years experi... construction, development operati... functional proof of performance ... ing. All types of remotes and rec... ing. 250, 1000 and 5000 w. Box ... BROADCASTING • TELECASTING

Situations Wanted (Cont'd)

...f engineer—years of experience ...intainance new construction. Family. ...ellent references. Box 309P, BROAD-...STING • TELECASTING.

...f engineer. Mature, widely experi-...ed technician. Available mid-July. ...sider technician large station. In-...ested Florida, south, east-central ...es. Box 302P, BROADCASTING • ...LECASTING.

...sently employed chief engineer de-...s better working conditions in pro-...ssive station. Experienced combo ...good voice. Prefer Colorado or ...dlewest but will consider others. ...manent family man. Reply Box ...P, BROADCASTING • TELECAST-...G.

...ineer—thoroughly experienced, very ...d technical man, some combo work. ...310P, BROADCASTING • TELE-...STING.

...ineer—Five years experience, all ...ses. Want position with future. ...announcing. Married veteran, two ...ldren. Now employed. Contact ...yne Jackson, 412 Sloan, Pampa, ...as.

...oduction-Programming, others

... news, publicity or continuity chief ...Pacific Northwest or Rocky Moun-... area. Eleven years experience. ...sently PD. Excellent references. 29. ... 249P, BROADCASTING • TELE-...STING.

... news, publicity or continuity chief ...y qualified. Box 250P, BROAD-...STING • TELECASTING.

...tinuity writer, draft exempt, excel-... references. Progressive station ...where. Box 262P, BROADCAST-...G • TELECASTING.

...agers dream . . . for PD and air ...sonality with my talent and 14 years ...io experience. Know how to build ...ws for sales and community. Write ... 287P, BROADCASTING • TELE-...STING.

...ter-producer-director. Two years ...dependent station experience: non-...matic, dramatic programs. Young ..., two college degrees in broadcast-... Also NBC training in TV news-...ting directing. Consider radio-TV ...ting-directing posts. Box 316P, ...OADCASTING • TELECASTING.

...s editor-DJ. Chicago experienced. ...ilable immediately. Phone, Avers, ...EH, Gallipolis, Ohio.

Television

Technical

...evision cameraman-film technician, ...ent veteran. Graduate of Tele-...on Workshop. Two years photo-...phy. Experience — schooling, de-...s employment—television station. ...ling to relocate. Box 282P, BROAD-...STING • TELECASTING.

...evision technician trained in all ...ases RCA-DuMont studio equipment. ...ng veteran, will travel. Box 305P, ...OADCASTING • TELECASTING.

For Sale

Stations

...e sale: Established successful Ohio ...tion. Full or half interest available. ... 156P, BROADCASTING • TELE-...STING.

...stern 250 watt fulltime independent. ...gle station market. Wonderful town ...family living. Very profitable under ...entee ownership. Gross near $70,000 ...n be increased. Will assign license ...ell 100% corporation stock for $80,-...less for cash. See this quick! ... 283P, BROADCASTING • TELE-...STING.

...e sale—Established fulltime local sta-... in southwest Idaho. Gross $42,-... Will make good deal for cash. ... 290P, BROADCASTING • TELE-...STING.

... watt fulltime, single station, non-...evision market. Located in healthful ...ley in Rockies. No agents. Box ..., BROADCASTING • TELECAST-...G.

...ky Mountain station. 250 watts. No ...petition. Independent. $90,000. ...ms possible. Box 299P, BROAD-...STING • TELECASTING.

...ific northwest. 250 w fulltime. ...gle station market, operating profit-...y. $10,000 cash; balance $15,000 in ... years. Box 308P, BROADCAST-...G • TELECASTING.

For Sale (Cont'd)

Equipment, etc.

Complete 1 kw Collins package. Brand new 20V1 transmitter and all associated gear including two turntables with console. Two-200 foot towers. All equipment still in original carton purchased during the past ten months. Write for listing. Available immediately. Box 83P, BROADCASTING • TELECASTING.

150,000 feet #10 Copperweld ground radial wire. Immediate delivery. Box 234P, BROADCASTING • TELECASTING.

RCA BFO, 68-B $275.00. RCA Dist. & noise meter, $325.00. Presto model "Y" disc recorder, mounted in cabinet, $400. All excellent condition. WPAG, Ann Arbor, Michigan.

Slightly used but in good condition, three RCA TA5C stabilizing amplifiers. One DuMont type 5105-A monitor receiver. Nice discount on any or all of above. Contact Chief Engineer, WSM-TV, Nashville, Tennessee.

Wanted to Buy

Equipment, etc.

Wanted—Quarter and one kw FM broadcast transmitters, fixed-frequency FM monitor receivers, used or new. Box 17P, BROADCASTING • TELECASTING.

Equipment wanted: Complete for 1 kw station including 185' guyed tower. Box 215P, BROADCASTING • TELECASTING.

Wanted—Complete equipment for 250 watt operation including tower, studio and transmitting equipment. Write complete description of what you have and lowest price to Box 300P, BROADCASTING • TELECASTING.

Wanted—5 kw transmitter. Must meet all FCC engineering conditions. Please give age, condition and price. Also interested in 300 foot self-supporting tower. Box 311P, BROADCASTING • TELECASTING.

Wanted: Used equipment: Limiting amplifier, console. Universal pickups with preamplifiers, jack panel. Cabinet rack, 1¾ coaxial cable 51 ohm. Presto turntables. Box 313P, BROADCASTING • TELECASTING.

Miscellaneous

FCC first-phone in 6 weeks. Both residence and correspondence courses available. Grantham Radio License School, 706 North Wilcox, Hollywood, California.

Help Wanted

Production-Programming, Others

HELP WANTED

Experienced girl or man copy-writer for continuity department. Air mail full details of experience and references along with photo to Radio Station W O N E, Dayton, Ohio.

Situations Wanted

Announcers

DISC JOCKEY

(with first class license)

Experience—net, indie AM and TV. Available immediately for personal interview as DJ personality.

BOX 247P, BROADCASTING • TELECASTING

Employment Service

EXECUTIVE PLACEMENT SERVICE

We have selected General, Commercial and Program Managers; Chief Engineers, Disc Jockeys and other specialists. Delays are costly; tell us your needs today.

HOWARD S. FRAZIER

TV & Radio Management Consultants

728 Bond Bldg., Washington 5, D. C.

ELECTRONICS VIEW

Parris of NPA Optimistic

"BARRING a change in the international situation, it should be possible to meet defense and civilian demands for electronic products by a continuation of the splendid conservation efforts of the post-Korea period."

That outlook was held out by a top government electronics official for production of new and replacement parts for millions of radio-TV receivers during 1952.

At the same time, the official—Donald S. Parris, deputy director of the National Production Authority's Electronics Div.—paid high tribute to manufacturers and distributors for ingenious conservation and substitution techniques.

Mr. Parris addressed a management session of the 1952 Electronic Parts Show, held at the Conrad Hilton Hotel in Chicago the past fortnight. He spoke on availability of materials and use of distributors' priorities to obtain them.

Meanwhile, NPA held another round of discussions with members of an Antenna Manufacturers Industry Advisory Committee. Conference touched on inventories, materials for different types of antennas and a growing replacement market.

Mr. Parris reported that the receiving tube industry reduced use of nickel 50% by substituting nickel-plated steel and aluminum-clad iron without reduction in quality. Speaker manufacturers cut weight of alnico magnets 45%, saving vital quantities of nickel and cobalt. TV set-markets substituted electro-static deflection-type tubes for electro-magnetic, saving 40% of the same scarce materials.

"The tonnage saved will be greater as more television receivers designed for these tubes are put in production," Mr. Parris noted.

Other savings were accomplished in TV receivers, with reduction of 50% in steel usage through improved designs; in selenium rectifiers designed for those sets, and in general use of copper wiring, with 85% saved in latter.

Gives Outlook

Latest glance at the prospects for availability of critical metals in consumer radio-TV appliances — since the outlook was weighed last month [B•T, May 12]—was supplied by Mr. Parris.

(1) Aluminum supply will rise in 1952, but so will demand because of new uses and substitutions for copper, with no large-measure improvement before early 1953; (2) copper may remain tight in the next year—its outlook is the "most discouraging"; (3) nickel and cobalt will remain scarce for "the duration"—the electronics industry consumes 6% of the supply at present; (4) tungsten, like the last two, is critical but should ease up.

"The demand for selenium rectifiers is increasing greatly due to military and civilian use in TV and radio industry. The increase of rectifiers in the television field resulted in conservation measures saving silicon steel and copper in addition to rectifying tubes," Mr. Parris explained.

The supply has "greatly improved" and the outlook is "hopeful" for 1952 as a result of complete allocation of selenium, the NPA official said.

Normal Inventories

Antenna-makers reported inventories normal for all types and growth of the replacements market. This has been true among homeowners using home-set or house top antennas and TV stations using tower antennas. Number of electrical storms and rampaging winds throughout the country have jumped broadcasters' demand for equipment, it was revealed.

Along with these factors, growth of community TV antenna systems and resultant boost in applications for materials were cited. Such projects are now classified as industrial and eligible for self-authorized orders.

BOARD of directors of Philco Corp. have declared regular quarterly dividend of 40 cents per share on company's common stock payable June 12 to holders of record June 2. Also declared was regular quarterly dividend of 93¾ cents per share on preferred stock, 3¾ Series A payable July 1 to holders of record June 16.

Schools

NBS GRADUATES are in DEMAND

NBS has more requests for trained radio help than it can fill! Jobs are waiting *right* now for NBS-trained graduates. Get your first class license in a few months; complete combination training in a year or less. Course includes announcing, writing, selling, drama, news editing, production, programming, disc jockey technique.

100% Placement of Combination Man Housing Arranged

Write Today for Details

NORTHWEST BROADCASTING SCHOOL

"One of the Nation's Great Radio-TV Schools"

531 S. W. 12th Ave., Portland 5, Ore.

LELAND POWERS

SCHOOL OF RADIO TELEVISION AND THEATRE

Comprehensive 2-year course provides the complete and practical training essential for greatest success.

ACTING — ANNOUNCING
DIRECTING — PRODUCTION
MAKE-UP — WRITING
VOICE

Faculty of Professionals
Limited classes assure individual attention
Fully equipped Little Theatre and Radio Studios

Write for catalog

25 Evans Way, Boston 15, Mass.

NPA SHAKEUP

Set for Electronics Div.

INTERNAL reorganization of the Electronics Div. at the National Production Authority was being blueprinted last week, with personnel changes bearing directly on handling of applications for scarce materials by radio-TV manufacturers.

Changes involve Components, End Equipment and Electron Tube branches of the division headed by J. A. Milling, with appointments from both government and industry ranks.

Robert R. Burton, former State Dept. telecommunications specialist and communications officer for the Federal Civil Defense Administration, becomes chief of end equipment. He transfers from NPA's Foreign Section, which will remain under his jurisdiction. J. A. Pfau will head the latter group.

Mr. Burton succeeds J. R. (Ted) Sypher, who had served as acting director of end equipment since Mr. Milling vacated the post for the division directorship earlier this year. Mr. Sypher becomes special assistant to Mr. Milling in the office of the Director. He will serve as special NPA representative on the Electronics Production Board and continue in charge of the Military Equipment Section.

Two radio-TV executives—George Henyan of General Electric and Nelson Stewart of Westinghouse Electric Corp.—return to private industry. A third—Harold G. Butterfield of National Union Radio Corp.—becomes chief of NPA's Electron Tube Section.

Mr. Henyan, who supervised components applications, returns to GE's Tube Div., of which he was assistant to the general manager, after eight months' service. He is succeeded by Elmer Crane, of TV Distributors Inc., Cleveland, formerly with the War Production Board, handling radio and radar.

Mr. Butterfield is on leave from Union Radio, manufacturers of electron tubes, of which he is director of purchases. He also is familiar with the TV broadcasting phase of industry—his wife, Elizabeth, is assistant director of educational activities for WATV (TV) Newark, N. J.

The realignment calls for an Office of Director, and three branches—End Equipment, Components, and Programs & Requirements. Plan and personnel changes still must be approved by H. B. McCoy, NPA assistant administrator. Each branch is divided into sections, such as Radio-TV under Lee Golder, Broadcast-Communications Equipment under J. Bernard Joseph, and others.

Mr. Milling, on leave from RCA Service Co., has been division director since the resignation of E. T. Morris Jr., who returned to Westinghouse earlier this year. Mr. Morris presently is active as government liaison representative for the company, among other duties. Donald S. Parris continues as deputy director of the Electronics Div. under Mr. Milling in the reorganization.

KVVC REORGANIZES

Humbert New V.P., Mgr.

C. A. HUMBERT, manager of KPAS Banning, Calif., was named vice president and manager of KVVC Ventura, following its reorganization by W. H. Haupt, KVVC owner. Other changes also were announced.

New sales manager is Karl Rembe, formerly account executive. Andrew Grant, program-farm director, KCID Caldwell, Ida., joins the station as merchandising-promotion director. Alan Snowden, staff announcer, was promoted to program director. Representing station as sales manager in Oxnard is Lyle Kearney, formerly advertising manager, Oxnard *Press-Courier*, KVVC has joined the Southern Calif. Broadcasters Assn.

NBC radio in cooperation with Health Information Bureau, N. Y., non-profit organization, to present new series, *Your Key To Health*, slated to begin June 7, 5:45-6 p. m. EDT. Series will feature singer Jane Froman, and NBC commentator Ben Grauer reporting health news.

WILBUR SHAW (l), Indianapolis Motor Speedway president, signs an agreement permitting broadcast of this year's race by WIBC Indianapolis, through which WIBC will feed 20 midwestern stations. Gil Berry (c), WIBC general sales manager, and Fred Ritter, Capitol Paper Co. of Indianapolis, local sponsor, look on.

RADIO-TV STORES

NLRB Cites Jurisdiction

QUESTION of whether the government has jurisdiction over business and labor operation of local radio-TV appliance dealers was resolved affirmatively by the National Labor Relations Board in a recommended decision May 24.

A board examiner found that J. C. Justice, trading as National Television Service, Memphis, Tenn., falls within interstate commerce, and that he committed unfair labor practices as charged by Local 1275 of IBEW (AFL). Respondent operates two stores—in Memphis and West Memphis, Ark.—and is servicing agency for Hallicrafter, Sentinel, Philco, Emerson, Motorola and DuMont sets.

An examiner said NLRB exercises limited jurisdiction over an enterprise which: (1) annually sells goods or services valued at $25,000 or more, out of state; (2) furnishes goods or services necessary to operation of other employers in commerce; (3) secures equipment from out-of-state sources valued at $500,000 or more annually; (4) purchases from local distributors in-state material received out-of-state; (5) is multi-state (like NTS) even though it distributes only locally.

WKBS Oyster Bay, L. I., N. Y., is now operating from its new combo studio at transmitter in Oyster Bay. Move was made in anticipation of extensive shows from its new Stamford, Conn., studios, five stories above street.

NEWS RIGHTS

Mundt Differs With G

SEN. KARL MUNDT (R-
differs with Sen. Guy Gillett
Iowa) as to whether newsmen
the right to refuse to disclos
confidential sources of infor
[B•T, May 26]. Sen. Gillett
placed in the *Congressional R*
a study by his Senate Elec
subcommittee staff pointing
the absence of a statute cr
such a privilege, there is no

Sen. Mundt said that alt
a newsman has no special im
ity for information received
future crimes, or cases inv
loyalty, or the security and
of the country, "in the normal
of-the-mill cases, wherein a
man is trying to discuss and
the public business, he cer
has the right—and the du
protect his sources." Forcing a
porter to disclose news s
would hamper newsmen's
"to unearth and disclose bu
and corruption in government,"
said.

B-47 BROADCAST

Carried by KFH From

IN-FLIGHT broadcast from
interior of a B-47 Stratojet
been claimed by KFH
Kan., with commentary handled
Brandon Chase, station newscas

Mr. Chase accompanied a pho
rapher, Gary Millsap, and the pi
Capt. Herbert White, on a tra
tion training flight from the
ita air base last Monday. Co
was maintained with the air b
where KFH Chief Engineer
Hinshaw was on duty.

The actual broadcast covered
flight briefing, the takeoff and
two-hour flight, with portions
broadcast on the station's
Star News at 10 p.m.

Mr. Chase explained that K
wanted to bring the public
entire story of how it felt to
in a B-47. Station claimed it
the first time in aviation annals
radio newsman compiled such
broadcast from a B-47 during fli

New England

$165,000.00

Profitable regional network facility located in one of the important markets of America. Excellent TV position. Liberal financing arranged.

California

$30,000.00

Fulltime network station that offers one or two active owners an attractive opportunity. Ideal living conditions in a growing market. Financing arranged.

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
Washington Bldg.
Sterling 4341-2

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO
Lester M. Smith
235 Montgomery St.
Exbrook 2-5672

Employment Agency — Employment Agency

ENGINEERS — *First - Second Phone*

Applications accepted for *Immediate* Placement in Thirty-Three States

NEWSCASTER—PROGRAM DIRECTOR—ANNOUNCERS
MANY COMBINATION

One Week's salary when placed, the only fee.

WRITE:

Broadcast Management Services Co.
AGENCY

17 East 48th Street, New York 17, New York

PL 5-1127 — E. C. Lobdell, Licensee

FCC Actions

(Continued from page 87)

...y 28 Decisions . . .

BY COMMISSION EN BANC

Granted License Renewals

Following stations granted renewal licenses for regular period: ...THS Hot Springs, Ark.; WJBW New ...leans; WGCM-FM Gulfport, Miss.; ...MS El Dorado, Ark.; KVMA Mag... ...la, Ark.; WLCS-FM Baton Rouge, ... WDSU-FM New Orleans; WBEN ...falo; KMUW Wichita, Kan.; KTBB ...er, Tex.

Granted renewal of licenses for ...gular period of WHAM-TV Rochester, ... and WSYR-TV Syracuse, N. Y., ...ject to orders issued in final TV ...ision requiring WHAM-TV to move ...m Ch. 6 to Ch. 5, and WSYR-TV to ...ve from Ch. 5 to Ch. 3.

Temporary License Renewal

Following stations granted temporary ...ension of licenses to Sept. 1, 1952: ...CHBL Plainview, Tex.; WGCH (FM) ...eenwich, Conn.; WKSU-FM Kent, ...io; KXA Seattle.

Temporary License Extension

KHIT Lampasas, Tex.—Designated ...r hearing application for renewal of ...ense and ordered temp. extension ...f license until conclusion of this pro...eding or until Aug. 1, 1953, which...er is earlier.

Changes Studio Location

WCAU-AM-FM Philadelphia — Mod. ...f FM licenses to change location of ...n studio to site outside city limits ...f Philadelphia which is not trans. site.

FCC Correction

Correction in May 22 Decisions [B•T, ...y 26] follows:

Commission proposed to Amend Re...ed Tentative Allocation Plan for ...ss B FM Broadcast Stations by ad...g Ch. 279 to Berlin, N. H., and trans...ring Ch. 273 from Birmingham to ...per, Ala. Interested parties may file ...uments on or before July 1, 1952.

...IONS MERGER

...May Not Meet TvA Deadline

...FTER two weeks of excitement ...resulting from the first draft of ... plan to merge all major unions ...longing to the Associated Actors ...d Artistes of America—relative ...et prevailed on the East Coast ...t week.

...Plan had been explained in Chi...go the previous week, and West ...ast entertainment unions heard ...ails last Monday. It was ex...ected that labor-management spe...alists from the U. of California ... Los Angeles and Cornell U., ...chitects of the "blueprint," would ...rise their proposals in accordance ...th the suggestions various unions ...ve made.

...Labor officials in New York were ...timating last week that the final ...an would not be returned to them ...efore mid-June, perhaps later, ...hich meant that the deadline of ...ly 1, set by Television Authority, ...ould probably not be met. Al...though memberships of a few ...nions have heard explanations of ...he plan, detailed discussions have ...emained on the officer-level in all ...nions affected: Actors Equity and ...horus Equity Assns.; American ...uild of Variety Artists; American ...uild of Musical Artists; American ...ederation of Radio Artists, and ...TA.

...PROFILE article on Hazel Markel, ...omen's commentator on MBS and ...WDC Washington, appeared in May ...issue of *Redbook* magazine. Feature ...titled "She Makes Washington Head...ines."

FCC roundup

New Grants, Transfers, Changes, Applications

box score

SUMMARY THROUGH MAY 28

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM Stations	2,350	2,328	87	328	217
FM Stations	633	581	69	10	8
TV Stations	108	97	11	552	19

(Also see Actions of the FCC, page 86.)

New Applications . . .

TRANSFER REQUESTS

KPAS Banning, Calif.—Assignment of license from Byron-Wood Motors, d/b as Pass Bcstg. Co., to Kenneth L. Colborn for $10,400 cash. Mr. Colborn is owner of The Center Inc., which controls business property in Palm Springs, Calif.

KSON San Diego, Calif.—Transfer of control from Studebaker Bcstg. Co. to C. Frederic Robell and Dorothy Johnson, d/b as KSON Bcstrs. Change from corporation to partnership; no actual change of ownership or control. No monetary consideration.

KXOB Stockton, Calif.—Transfer of control from Valley Bcstg. Co. to Hotel Stockton for $200,000. Lincoln Deller is sole owner of Valley Bcstg. Co., transferor. Transferee is composed of President Clem J. Randau (54%), director and minority stockholder of WNEW New York; Secretary-Treasurer Sherrill C. Corwin (15%), Corwin Theatre Corp., Los Angeles; Ralph E. Stolkin (15%), president of Empire Industries, Chicago, and vice president and 25% owner of National Video Corp., Chicago (television tube mfr.); Edward G. Burke Jr., partner in Ryan, Hayes & Burke, oil operators, and Beatrice M. Randau (1%).

WCNH Quincy, Fla.—Transfer of control from Quincy Bcstg. Corp. to Andrew B. Letson for $18,400 through transfer of control of 320 shares out of 500 shares of stock. Mr. Letson is general manager of WCNH.

WTCN-AM-FM Minneapolis, Minn. — Assignment of license from Mid Continent Radio-Television Inc. to Minnesota Television Public Service Corp. for $275,000 (contingent on grant of assignment of license of WCCO to Midwest Radio-TV Inc. [B-T, May 26, 12; April 21, March 10]). Principals in transferee include President Robert Butler (68.63%), former U. S. Ambassador to Australia and Cuba, president of Walter Butler Co., Walter Butler Building Co., Walter Butler Construction Co. and Walter Butler Shipbuilding Co.; Vice President Alvin Gluek (7.84%), president of Gluek Brewing Co., Secretary-Treasurer Quentin David (1.96%), general manager David Inc. Adv. Agency, St. Paul; Bror Dahlberg (4.9%), general advisor to board of Celotex Corp., Minneapolis; Lester Mample (1.96%), district manager for St. Paul district, GE Supply Corp.; Samuel Lipschultz (3.92%), St. Paul attorney, and seven others with less than 1% each.

KPUY Puyallup, Wash.—Assignment of license from Clarence E. Wilson to partnership composed of Mr. Wilson and P. D. Jackson, d/b as Radio Station KPUY. Messrs. Wilson and Jackson are equal partners owning KWCO Chickasha, Okla., KTMC McAlester, Okla., and applicants for new TV station in Oklahoma City, Oklahoma. Mr. Jackson will pay about $15,130 for his interest.

RIOT COVERAGE

KIDO Crew On-the-Scene

COMPLETE coverage of the country's sixth major prison riot in two months was given by KIDO Boise, Ida., on May 24 when 300 rioting convicts in Idaho State Penitentiary staged a five-hour uprising. KIDO special events men Wiff Janssen, Wayne Davis, Harold Toedtmeier and Jack Link were on the scene with portable recorder, jeep and shortwave transmitter immediately after the alarm sounded.

The station broadcast the negotiations between Warden L. E. Clapp and the prisoners' grievance committee in the prison yard, including the break-down of talks, the command to open fire with tear gas, the firing and "crying" reports on the effects of the gas.

Tape recordings were shuttled back to the studios and supplementary reports were made direct by telephone. After the riot, KIDO's recorder broadcast damage results and assembled and edited an hour-long program rebroadcast the same evening.

BAB BROCHURE

Cites Radio Quantity

SHOWING how radio in 1952 stacks up in quantity against some of the simplest necessities of life in the U. S., a king-size, circus-style brochure has been issued by BAB to its members.

Titled "Take Your Choice," the book presents words like "huge," "enormous," "immense," "vast," "widespread," as synonyms for radio. In a comparison with the number of household appliances, beds, bathtubs, telephones and other criteria, the presentation shows that radios are more numerous than any of them. Intended to interest advertisers not now using the medium, the final comparison points up radio's leadership over other advertising media.

NEWSPRINT BLOCK

Counter-Actions Started

CONGRESSIONAL forces last week joined with government agencies to lead a three-pronged assault on the newsprint roadblock set up by Canadian manufacturers against U. S. newspaper publishers.

The situation took on a more critical note with a warning by Price Stabilizer Ellis Arnall that the price boost would mean an increase in newspaper advertising rates and cost of products advertised.

The protests of a fortnight ago [B•T, May 26] crystallized into concrete action on Capitol Hill, with these developments:

● A House Interstate & Foreign Commerce subcommittee last Monday took closed-door testimony on the proposed $10-per-ton Canadian newsprint increase from the American Newspaper Publishers Assn., the Office of Price Stabilization and the National Production Authority. ANPA opposed a suggestion that the U. S. place import ceiling on Canadian newsprint.

● A House Judiciary Subcommittee on Monopoly called in officials of the Justice and Interior Depts. and Defense Production Administration, as well as NPA and OPS. Chairman Emanuel Celler (D-N. Y.) said American publishers are "helpless" in the face of the price hike, but his group would issue a report on its recommendations.

● Sen. Francis Case (R-S. D.) sponsored legislation to set up a joint Senate-House committee to "formulate a national policy" to meet newsprint needs.

Method Doubles Load

METHOD of doubling message-carrying capacity of long distance radio circuits without requiring additional radio channels has been developed by the Signal Corps, the Army Dept. has announced. Circuits can be modified to carry 12 printed messages on radio-teletypewriter. Importance of conserving scarce channels in the radio spectrum for long-range communications was cited as an advantage of the new method.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Weiss & Barry

WONDER

On Records: **Don Cherry—Decca; Tommy Furtado—MGM; Dick Thomas—Mercury; Larry Fotine—King; Georgie Auld—Coral.**

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

TR Plans Expansion

(Continued from page 25)

may be involved.

One staff report recommending a ban on all functional services was rejected by the FCC some time ago, according to informed sources.

Asked what action the Commission might take on transit radio, now that the Supreme Court has issued its decision, one FCC staff member last week observed that with Supreme Court approval the Commission could hardly be expected to act unfavorably.

The existing transit radio industry is centered around operations in a dozen cities. In the Supreme Court's decision last Monday, a list of cities having transit programs was included. It showed, as of October 1949: St. Louis, 1,000 vehicles equipped; Cincinnati, 475; Houston, 270; Washington, 220 (now 422); Worcester, 220; Takoma, Wash., 135; Evansville, Ind., 110; Wilkes-Barre, Pa., 100; suburban Pittsburgh, 75; Allentown, Pa., 75; Huntington, W. Va., 55; Des Moines, 50; Topeka, Kan., 50; suburban Washington, 30.

Transit Radio Inc. lists the following stations in its present list: WWDC-FM Washington; WKRC-FM Cincinnati; KXOK-FM St. Louis; WGTR-FM Worcester, Mass.; WKJF (FM) Pittsburgh; WBUZ (FM) suburban Washington; KTNT (FM) Tacoma, Wash.; WTOA (FM) Trenton, N. J.; KCMO-FM Kansas City; KCBC-FM Des Moines.

Instrumental Selections

In Washington, the Capital Transit Co. programs are limited to six minutes of commercial announcements an hour, or 12 30-second announcements. As generally is the practice, musical programs are confined to instrumetal selections.

E. Cleveland Giddings, vice president of Capital Transit Co., said the firm "is naturally pleased" and is considering installation of radio in all of the company's 1,500 vehicles. At present 422 vehicles are equipped.

He said Capital Transit gets about $2,530 monthly revenue on a minimum guarantee of $6 per month per vehicle equipped. The contract provides the company gets either 10% of gross or $6 per vehicle, which is greater, on radio income up to $100,000; $100,000-$200,000, the company gets $10,000 plus 20% of income over $100,000; $200,000-$400,000, $30,000 plus 33%; sliding scale ranges up to 50% of gross above $600,000.

While the prolonged litigation hurt transit radio, national more than local advertising suffered.

In some cities, transit programming is linked with other functional services such as storecasting and industrial music. WWDC-FM, for example, supplies music to Washington Transit Radio Inc., which in turn is half-owner of Tempo Inc., supplying music to some 200 restaurants and other places.

Mr. Strouse said WWDC-FM (Washington Transit Radio) was "overjoyed" and said the transit radio interests had felt the issue was never in doubt. "Transit radio, the newest medium of mass communication, can now move forward and assume its rightful place in the broadcasting industry," he added. "Our only desire now is to make Transit Radio in Washington a still better medium for dissemination of news and enjoyment of the best in accepted music."

NEW HOME of KFMB-AM-TV San Diego, 5th & Ash Sts., boasts five stories and new TV studios. TV has first and second floors, radio will be on the fifth floor and the third and fourth floors will be leased out for office space, said John A. Kennedy, board chairman, Kennedy Broadcasting Co.

Franklin S. Pollak, Washington attorney who carried the fight into the courts, praised Justice Douglas' dissent and said he believed it "will in time be the law."

Bernard Tassler, managing editor of the *American Federationist*, official AFL monthly magazine, issued a statement on behalf of the National Citizens' Committee Against Forced Listening. As national chairman of the committee, he said it "will continue to press for effective legislation to put a stop to this unfair assault upon the captive audience riding in public transit vehicles. It should be noted once again that the device of forced listening—inflicted upon captive audiences—is used by Stalin and was formerly used by the late Adolf Hitler and the late Benito Mussolini."

Widespread newspaper comment was aroused by the decision. The Washington *Daily News*, a Scripps-Howard paper, denounced the decision and then hopefully reminded that it is in the business of selling advertising space in competition with transit.

The Washington *Star* took two opposite positions. On its editorial page, the *Star* said, "The court of appeals, inventing the doctrine of 'freedom of attention,' had outlawed the programs on constiutional grounds. And it did this by a strained process of reason which, if allowed to stand, might well have opened the door to many more ills than it would ever cure."

But in its radio-TV column, "On the Air," the *Star* called Monday "a dark day . . . for us unwilling radio listeners" and raised the spectre of the old FCC Blue Book. "Its blue is faded and its pages yellowed, but the words are still clear," the column said.

One Issue Involved

The case boils down to one issue, said Justice Burton in delivering the court's opinion—whether the Constitution precludes a transit firm from carrying radio programs in its vehicle. He stressed the fact that the District of Columbia Public Utilities Commission had held an investigation, with public hearings, and had found the service not inconsistent with public convenience, comfort and safety and actually tends to improve conditions under which the public ride.

Rider polls showing well over 90% of passengers favoring continuance of the programs were cited, along with experience in other cities. The court found that neither the operation of transit radio service nor the PUC decision permitting its operation is precluded by the Constitution, reversing the U. S. Court of Appeals ruling which had held passengers were deprived of liberty without due process of law.

The income-producing side of transit radio "bears some relation to the long-established practice of renting space for visual advertising on the inside and outside of streetcars and buses," Justice Burton wrote. He cited program content of 90% music, 5% news, etc., and 5% commercial adver... concluding there is no basis ... aside the PUC decision.

The majority opinion foun... violation of the First Amend... again citing the PUC decision ... the fact that no substantial ... ference with passenger com... tion or rights could be found ... claim of propaganda was invo... the court noted.

As to the appellate court's ... ing that passenger right of pr... is invaded, the majority held:

This claim is that no matter ... much Capital Transit may wish ... use radio in its vehicles as part of ... service to its passengers and a ... source of income, no matter how ... the great majority of its passen... may desire radio in those veh... and however positively the Com... sion, on substantial evidence, ... conclude that such use of radio ... not interfere with the convenie... comfort and safety of the service ... tends to improve it, yet if one pa... senger objects to the programs as ... invasion of his constitutional right ... privacy, the use of radio on ... vehicles must be discontinued. Th... position wrongly assumes that ... Fifth Amendment secures to ... passenger on a public vehicle ... lated by the Federal Government ... right of privacy substantially equ... to the privacy to which he is entitl... in his own home. However comple... his right of privacy may be at ho... it is substantially limited by ... rights of others when its posses... travels on a public thoroughfare ... rides in a public conveyance.

The court rejected the contention of transit radio opponents that an objector has the right not to be forced to listen to programs, holding that such an objector ... could override the preference ... the majority of passengers but also ... the federally authorized PUC. "The ... protection afforded to the liberty ... the individual by the Fifth Amendment does not go that far," the court held. "The liberty of each individual in a public vehicle or public place is subject to reasonable limitations in relation to the rights of others."

Programming Not Considered

The court voiced no opinion on the desirability of radio programs in public vehicles, calling it a matter for PUC, the transit company and the public. The majority opinion concluded, "While the court below expressly refrained from stating its view of the constitutionality of the receipt and amplification in public vehicles of musical programs containing no commercial advertising and other announcements, it is clear that ... programs containing commercial advertising and other announcements are permissible, then programs limited to the type of music here contracted for would not be less so."

A separate opinion by Justice Black agreed there was no violation of the due process clause and also that musical programs did not violate the First Amendment.

Highlights of Supreme Court's Transit Decision

" . . . neither the operation of the service nor the action of the Commission (Public Utilities Commission) permitting its operation is precluded by the Constitution."

"This (profit) aspect . . . bears some relation to the long-established practice of renting space for visual advertising on the inside and outside of streetcars and buses."

"There is no substantial claim that the programs have been used for objectionable propaganda."

"However complete his right of privacy may be at home, it is substantially limited by the rights of others . . . in a public conveyance."

"The liberty of each individual in a public vehicle or public place is subject to reasonable limitations in relation to the rights of others."

"This court expresses no opinion as to the desirability of radio programs in public vehicles."

" . . . it is clear that if programs containing commercial advertising and other announcements are permissible, then programs limited to the type of music here contracted for would not be less so."

ntended, though, that news, eeches, views or propaganda uld violate the First Amendnt.

Justice Douglas dissented, takg the view that the street car dience is captive. He pointed to ability of a home tuner to turn a program. A person in a blic place can get up and leave, added, but the man on the eet car "has no choice but to and listen, or perhaps to sit d to try not to listen." He rred to the danger of putting ch a weapon in the hands of a opagandist such as a dominant itical or religious group. "Today purpose is benign; there is no idious cast to the programs," wrote. "But the vice is inherent the system. Once privacy is inded privacy is gone. Once a man forced to submit to one type of io program, he can be forced submit to another. It may be a short step from a cultural ogram to a political program. . . . e right of privacy, today vio-ed, is a powerful deterrent to yone who would control men's nds."

Justice Frankfurter stayed out the decision, saying in a separate inion, "My feelings are so ongly engaged as a victim of the actice in controversy that I had tter not participate in judicial dgment upon it."

Miracle Decision

In a decision based on banning of motion picture, "The Miracle," Supreme Court unanimously ld that motion pictures are enled to Constitutional guarantees free speech and free press. This ision reversed the New York te Court of Appeals which had med the movie on the ground it "sacrilegious."

Justice Clark wrote, "Since the m 'sacrilegious' is the sole ndard under attack here it is necessary for us to decide, for mple, whether a state may nsor motion pictures under a rly drawn statute designed and applied to prevent the showing of obscene films. That is a very different question from the one now before us. We hold only that under the First and Fourteenth Amendments a state may not ban a film on the basis of a censor's conclusion that it is 'sacrilegious'." He added that guarantees for freedom of speech and free press do not mean that the Constitution "requires absolute freedom to exhibit every motion picture of every kind at all times and all places."

NGLISH UNION

Broadcasters Get Awards

IGHT NEWTON of KYA San ncisco, George Cushing of WJR troit, Hubert W. Kregeloh of PR Springfield, Mass. and Mrs. dna Hammersley of KOA Denr received English-Speaking ion awards last week for conutions to greater international erstanding.

Messrs. Cushing and Kregeloh eived their awards at a recepn at the English-Speaking n's headquarters in New York Monday, while Mr. Newton reved his later in the week in Francisco through that city's branch in Denver. Katherine of WLW Cincinnati, who was d a special award, received it 19 in London.

addition to the broadcasting rs, awards were presented to journalists.

Hill Coverage Report

(Continued from page 30)

tions "because the subcommittee's primary interest was to make a factual record."

Senate Labor and Public Welfare Committee—Newsreel camera coverage extensive, according to the report. Covered a host of subjects.

Senate Rules and Administration Committee — Newsreels covered study of congressional committee reform procedure.

Senate Select Small Business Committee—Radio-TV recordings for rebroadcast on testimony delivered on material shortages (Charles E. Wilson and William Harrison) in January 1951. Same type coverage March 1951 when Gen. Hershey testified on manpower problems. Again when hearings held October 1951 on steel gray market (at Pittsburgh) and TV on same subject in November 1951 Detroit hearings (radio recording broadcast on WJBK Detroit).

Senate Special Committee on Organized Crime (Kefauver unit) —Television, twice in Missouri; eight times in New York and New Jersey; twice in Louisiana; three times in Michigan; four times in Nevada and California; seven hearing days in Washington and twice in Florida, all 1951. Committee exercised judgment as to whether witness should be telecast or filmed, recorded, etc.

Joint Atomic Energy Committee—TV and newsreels permitted during probe of U. S. atomic energy project May 26 through July 11, 1949.

Joint Defense Production Committee—Mr. DiSalle testified before TV two days in June 1951 and newsreel camera coverage common.

Joint Economic Report Committee—No live TV but portions of January 1952 hearings (three days) on President's economic report used for TV. Newsreels covered other hearings. Newsreel camera use restricted upon request of the witness.

While this report is quite complete and certainly accurate from the viewpoint of a spot check, it has been noted that the report does not give adequate presentation of various recordings made for broadcast. It also is open to error because most congressional committees had to rely on memory.

However, this is the first report in print which attempts to round up media coverage on Capitol Hill.

SIX officers of the Florida Assn. of Broadcasters pictured at May 22 meeting at Miami Beach (see story page 83) are (seated, l to r): John B. Browning, WSPB Sarasota, FAB secretary-treasurer; George Thorpe, WCCG Coral Gables, president; Jerry Stone, WNDB Daytona Beach, second vice president. Standing (l to r): Tom Gilchrist, WTMC Ocala, FAB board member; S. O. Ward, WLAK Lakeland, outgoing president, and Eugene Hill, WORZ Orlando, FAB board member.

KOB SALE

FCC Grants Approval, Denies ABC Protest

CONSENT was granted by FCC last Friday to the sale of KOB-AM-TV Albuquerque by T. M. Pepperday for $600,000 to Time Inc. and ex-FCC Chairman Wayne Coy.

The Commission denied a petition by ABC to withhold action on the sale until FCC clears up the status of KOB on 770 kc, channel on which the network's WJZ New York operates as a Class I-A outlet [B•T, May 26, 19; April 28]. Comrs. Robert F. Jones and George E. Sterling did not participate in the ruling.

Under the transfer approved by the Commission, the stations will be sold to Time Inc. KOB's licensee, Albuquerque Broadcasting Co., will then be partially liquidated to place all fixed assets (including land but not the TV building) in the name of Michigan Square Bldg. Corp., a Time Inc. subsidiary, which will then lease the fixed assets and land to the licensee for eight years at appraised value of $450,000. Worth of Albuquerque Broadcasting thereby becomes $150,000, the application explained.

Time Inc. will sell a half interest in the licensee to Mr. Coy for $75,000. The ex-FCC chairman has been retained as manager of KOB-AM-TV for eight years at $26,000 annually. In addition, Mr. Coy remains as radio-TV consultant to Time Inc. at $24,000 annually.

Mr. Coy is to be president and treasurer of Albuquerque Broadcasting with his wife as secretary. Arthur R. Murphy Jr., manager of Time Inc.'s March of Time division, will be vice president. The new board will include Charles L. Stillman, Time vice president.

In its memorandum opinion and order granting the transfer, FCC conditioned the approval to whatever action the Commission may take to carry out the mandate of the U. S. Court of Appeals to reconsider KOB's status on 770 kc, opposed by WJZ.

The ABC petition, denied by the Commission, also sought dismissal of KOB's pending applications for modification of permit and license to operate on 770 kc and asked that FCC rescind KOB's special service authorization for 770 kc.

KOB authorized 1030 kc was shifted to 770 kc to prevent interference to WBZ Boston on 1030 kc.

BROKERS and FINANCIAL CONSULTANTS
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DOHERTY TO DETAIL PLAN FOR STRIKE PREVENTION

RICHARD P. DOHERTY, NARTB employe-employer relations director and industry member of Wage Stabilization Board, asked by House Committee on Education & Labor to submit detailed plan for settlement of major national labor disputes.

Request made after Mr. Doherty had outlined strike-prevention formula removing settlements from political hands. In nutshell, Doherty formula provides for director of Federal Mediation Service to certify imminent strike to Attorney General, who in turn would ask U. S. District Court to act.

District judge would invoke Taft-Hartley Act procedure, issuing 80-day injunction for factual study. Workers would have chance to vote on best management offer. If no agreement, court would either order arbitration by panel whose decision would be binding or order government seizure while negotiations continue.

Companies would be precluded during seizure period from earning profits higher than current rate and no wage increases would be permitted nor would unions collect dues or levies from members employed in seized companies.

FCC CHIDES CBS

CBS was taken to task by FCC Thursday for failing to accord William R. Schneider, GOP Presidential candidate, equal opportunities given other Presidential candidates, noting mandate of Sec. 315 of Communications Act. Mr. Schneider, granted time on network's KMOX St. Louis, entered preferential primaries in New Hampshire and Oregon. In letter to network, FCC said in view of nature of Presidential and nationwide scope of broadcasts, fact that CBS owns no stations in two states where Mr. Schneider has entered primaries "is not relevant."

MOVE REMOTE PICKUP BAND

REMOTE PICKUP operations will be removed from 2000-3500 kc band effective May 1, 1953, to comply with 1947 Atlantic City Treaty, according to proposed rule making notice issued by FCC Thursday. FCC would permit use of channels in 25.85-26.1 mc band as alternative in addition to other bands now used. Major networks, many stations affected by order, but treaty provision has been long known, FCC said. Comments are due July 15.

FCC GETS CORNELL REPORT

TELEPHONE report of Cornell U. incident, in which campus station (WVBR) carried pranksters' fake newscasts about bombing of London and Marseilles, given to FCC Thursday by Ithaca, N. Y., city police. Ten masked youths "seized" WVBR for eight minutes. University officials branded incident as "practical joke."

WLAN ATTACKS REPORT

FURTHER attack on FCC's Sixth Report lifting TV freeze made Thursday as WLAN Lancaster, Pa., petitioned Commission to set aside show cause order transferring WGAL-TV there from Channel 4 to Channel 8. WLAN same time re-filed application for Channel 8. WLAN contended show cause action illegally denies it hearing on application required by Communications Act.

ABC GETS BOUT

HEAVYWEIGHT championship bout between Joe Walcott and Ezzard Charles, scheduled for Thursday in Philadelphia, will be broadcast by ABC Radio network as part of *Cavalcade of Sports*, sponsored by Gillette Safety Razor Co., Friday announcement indicated. Bout is in addition to regular ABC Radio Friday night fights, and is scheduled for 10 p.m. EDT to completion with Don Dunphy and Bill Corum as sportscasters. Telecasts of match to be carried by NBC network, as previously announced.

Business Briefly

(Continued from page 5)

13 weeks. Sunday show is aired 4 to 4:30 p.m. CTS. Agency, Roche, Williams & Cleary, Chicago.

RANGER RENEWED ● General Mills renewed *Lone Ranger* over full ABC Radio Network (Mon., Wed., Fri., 7:30-8 p.m. EDT) for 52 weeks effective last Friday. Program now in 20th year. Agency, Dancer-Fitzgerald-Sample.

LEVER ADDS MARKETS ● Lever Brothers (Lipton's tea) adding six more radio markets to its list for spot announcement campaign starting June 16 for six weeks. Agency, Young & Rubicam, N. Y.

OLD GOLD CANCELS ● P. Lorillard Co., N. Y. (Old Gold cigarettes), through Lennen & Mitchell, N. Y., cancels *Down You Go* on DuMont TV network effective June 13.

RADIO-TV SET OUTPUT SHOWS DECLINE FOR APRIL

PRODUCTION of radio and TV sets in April fell below March and same month year ago, according to Radio-Television Mfrs. Assn. estimate for entire industry. April output consisted of 847,946 radios and 322,878 TV sets compared to 1,337,042 radios and 500,000 TV sets in April 1951.

Of April radios 96% of home models were table sets. TV table models over 17 inches in size represented 19% of total compared to 8% in last quarter of 1951 and only 1% in last quarter of 1950. April output included 286,164 home sets, 110,529 portables, 275,250 auto and 176,003 clock sets. Production of clock radios has more than doubled since January.

Output for first four months of year follows:

	Television	Home Sets	Total Radio
January	404,933	288,723	632,455
February	409,337	312,705	759,453
March (5 weeks)	510,561	357,689	975,892
April	322,878	286,164	847,946
TOTAL:	1,647,709	1,245,281	3,215,746

THEATRE TV HEARING

OFTEN-DELAYED theatre television hearing was scheduled Thursday by FCC for Jan. 12, 1953, before Commission *en banc*. Proceeding will consider allocation of frequencies and promulgation of rules for theatre TV service. FCC indicated those who have not previously filed appearances may do so by Nov. 14 with list of witnesses and testimony subjects due Dec. 1.

PEOPLE..

AUSTIN JOHNSON, head of Benton & B... store research department and mem... its merchandising committee, appointe... ordinator of merchandising for agenc... porting to Charles Pooler, vice presid... charge of marketing.

LESLIE A. HARRIS, radio program pr... tion writer, promoted to radio account ... tive for ABC Radio Network by Char... Ayres, network vice president.

GEORGE OLESON, formerly of WEAL... lington, Va., and Ohio-West Virginia sta... joins sales staff of WOL Washington, ... Sid Slappey, WOL sales manager.

LARRY SURLES, former WOR-TV New Y... salesman, join sales staff of NBC-TV's ea... division spot sales office today (Monday). ... previously was manager of ABC co-op ... partment and also has served with WA... (TV) Newark.

ROBERT J. WADE, NBC-TV executive ... ordinator of production development, ... consultant to broadcasting division of Em... son College, Boston, for 1952-53 college ye... He will visit college twice each semester f... lectures and consultations.

TWO NEW APPLICANTS FOR TV STATIONS

TWO NEW television station applications re... filed at FCC Thursday along with new amend... bids and several requests for changes in cha... nels and power boost (see early story, page ...

Filing for first time: WBOC Salisbury, Md., ... UHF Channel 16, ERP 112 kw visual, antenna hei... above average terrain 414 ft., cost $296,400; WD... Danville, Ill., for UHF Channel 24, ERP 1... visual, antenna height 416 ft., cost $251,000. WD... is owned by Gannet newspapers and is second ... application filed by Gannet-owned station in ...

Filing amended applications: WIOD-AM-F... Miami, Fla., for Channel 7, ERP 316 kw visual, ... tenna 437 ft., cost $1,259,957 (WIOD-AM-FM ow... by *Miami Daily News*, James M. Cox newspaper ... WHK-AM-FM Cleveland Ohio, for UHF Channel ... ERP 223 kw visual, antenna 682 ft., cost $8... (WHK-AM-FM owned by *Cleveland Plain Dea...*

Filing for change in channel assignments in ... Sixth Report [B•T, April 14], were: WHIO-TV Day... ton, Ohio, from Channel 13 to Channel 7; WTAR-... Norfolk, Va., from Channel 4 to Channel 3; ... WTMJ-TV Milwaukee, from Channel 3 to Chann... KSTP-TV St. Paul, requested ERP increase ... 24.7 kw to 100 kw.

INFORMATION DATA SOUGHT

FEDERAL agencies asked by Senate subco... mittee probing government censorship ... furnish regulations issued under Presid... Truman's information security order. Cha... man Blair Moody (D-Mich.) made public lett... to all agencies asking details of each pub... information office as well as policies govern... classification of information. Subcommit... to start open hearings next month.

SEEK NEW STATION

PRINCIPALS in WFTM Maysville, Ky., ... bid Thursday with FCC seeking new stati... at Richmond, Ky., on 1340 kc, 250 w fulltim... assigned to be dropped by WLEX Lexington ... when it is given Commission approval to b... WKLX Lexington for $70,000 [B•T, May ... Application tendered by J. W. Betts, WFT... manager, and C. P. Clarke and J. M. Fitz... Jr., WFTM owners.

SIGMA DELTA CHI HITS BAN

SUBCOMMITTEE of Sigma Delta Chi's Free... dom of Information Committee and NBC Chi... cago News Chief Bill Ray last week blaste... Chicago City Council for banning live an... recorded radio and television coverage ... Emergency Crime Committee hearings whi... began May 26.

'KDKA far outpulled the other stations on our schedule on a cost per inquiry basis'

James L. Tabor
Simonds, Payson Company, Inc.
Portland, Maine

From Maine to California—literally!—advertisers have found that they can count on KDKA to produce profitable orders at minimum cost.

A recent letter from Maine agencyman James L. Tabor illustrates the point. "I want you to know," he writes, "how completely satisfied we are with your station. From our initial inquiry on availabilities and coverage through to the completion of the campaign and our request for a test cut, we have had the best possible co-operation. Best of all, KDKA far outpulled the other nine stations on our schedule on a cost per inquiry basis."

No other medium even begins to match KDKA for coverage of more than 100 busy counties in Pennsylvania, Ohio and West Virginia. Whether your schedule calls for ten stations or a hundred stations, KDKA should lead the list! For details, check KDKA or Free & Peters.

KDKA PITTSBURGH
50,000 WATTS NBC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc
WBZ • WBZA • WOWO • KEX • KYW • KDKA • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV NBC Spot Sales

Here's how to

DOUBLE your impact in the Detroit Market

MARKET MAGIC is a combination selling plan that ties your WWJ on-the-air advertising to A&P in-the-store merchandising. It adds to WWJ's powerful radio salesmanship the direct eye-catching impact of point-of-sale promotion in the 93 A&P stores dominating the Detroit area.

MARKET MAGIC advertisers who distribute their products through A&P stores—where Detroiters spend $100,000,000 annually—are assured a one-week preferred position display in each of these stores, for any one product during a 13-week cycle.

MARKET MAGIC produces double impact from one sales campaign, at one low cost, through one medium. WWJ, Detroit's NBC station.

ASK YOUR HOLLINGBERY MAN FOR A MARKET MAGIC BROCHURE. IT CONTAINS ALL THE DETAILS.

FIRST IN DETROIT *Owned and Operated by* THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

Associate Television Station WWJ-TV

WWJ AM-FM

Basic NBC Affiliate

AM—950 KILOCYCLES—5000 WATTS

FM—CHANNEL 246—97.1 MEGACYCLES

1952 35¢ PER COPY

BROADCASTING TELECA

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THIS ISSUE:

Underseal and TV
Page 23

Network $68 Millions
Page 25

SAMS Battle
Page 26

Hears Forces
Page 27

TELECASTING
Page 57

21ST
Newsweekly Radio and Television
year

WLS Spearheads Record Scrap Drive!

● Steel is vital . . . and vast quantities of scrap are required to produce the steel needed to keep America strong.

Having co-operated in many successful scrap drives during previous emergencies . . . WLS was invited to spearhead the recent Decatur and Macon County campaign, which was climaxed by the WLS National Barn Dance.

According to William Kelly, Director of the Chicago Office of the U. S. Department of Commerce, this drive "brought in more scrap than any similar campaign in history" . . . enough to make 16,504,000 pounds of steel.

Further proof of the pulling power of WLS programs . . . whether promoting a regional scrap drive . . . or putting your products in a million more homes.

WLS The PRAIRIE FARMER STATION

CLEAR CHANNEL Home of the NATIONAL Barn Dance CHICAGO 7

890 KILOCYCLES, 50,000 WATTS, ABC NETWORK—REPRESENTED BY JOHN BLAIR & COMPANY

Go where there's GROWTH...

GO WHAS!

TOBACCO IS BIG BUSINESS

in Kentucky...
$223,000,000
($43 million over 1950)

...but LIVESTOCK RECEIPTS are bigger...
UP 20% over 1950 to $336,000,000!

GO WHAS!

Benson and Benson shows the Red River Ramblers* have *50% more listeners* than the programs on *all other Kentuckiana stations* at the same time. And when this talent group puts on the *Old Kentucky Barn Dance*, they also have a 407.5% bigger audience than that of the next highest rated program.

*7:15-7:30 AM, Monday through Friday, available for participations.

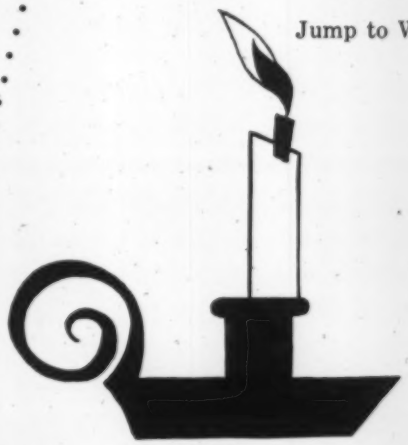
THE WHAS MARKET
105 Kentucky counties
25 Indiana counties

WHAS
Louisville, Kentucky

ASSOCIATED WITH THE COURIER-JOURNAL—LOUISVILLE TIMES • VICTOR A. SHOLIS, Director • NEIL D. CLINE, Sales Director
Represented Nationally by Henry I. Christal Co., New York, Chicago

how to make radio "JACK" be nimble ...and quick!

In Cleveland . . . Aeroways Flying School bought spots on a WHK participation show . . . to encourage new enrollments. TWO spot announcements brought in FIFTEEN leads that resulted in THIRTEEN flying contracts. Aeroways Flying School did $6,000.00 worth of NEW business for $64.20 ! Jump to WHK for high-flying results !



WHK

CLEVELAND

Represented by
Headley-Reed Company

ited every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

WDEL

WILMINGTON DELAWARE

PULSE SURVEY

Recently completed, rates WDEL first in every one of the 48 rated quarter-hours

First in per family effective buying income—Wilmington, central city in its metropolitan county area—population group 100,000 to 500,000. Quality of Market Index is a sensational 154—54% above the U.S. average.

(Sales Management—1952 Survey of Buying Power)

WDEL because of its amazing listener loyalty and the assured sales-response in its broad, rich market area deserves first place in your advertising plans.

WDEL AM TV FM

Represented by

ROBERT MEEKER Associates

New York • Chicago • San Francisco • Los Angeles

at deadline

CLOSED CIRCUIT

OU WON'T find it in FCC actions but NBC's V key, WNBT New York and CBS' TV key, CBS-TV, as well as WPIX New York and veral miscellaneous outlets of ABC, are in nomalous position of operating without reglar licenses. It's because of turmoil over comaint of Civil Liberties Union against alleged blacklisting" of talent by these licensees and inion of FCC counsel that if FCC didn't prior to licensee expirations June 1, apcants automatically are extended. But before got to that, FCC voted (1) to renew licenses d dismiss complaint; (2) to renew temporily until Sept. 1; (3) not to renew and let tomatic extension prevail; (4) not to grant gular renewal, thus permitting vote on (3) stand. (See Editorial, page 50).

NDEPENDENT offer for KOA Denver has en made to NBC by Don Searle and Herbert illister, owners of KMMJ Grand Island, eb., and KXXX Colby, Kan. Mr. Searle denied fer had connection with proposal made by b Hope and associates for station [CLOSED RCUIT, May 19].

NDICATIVE of constructive approach to July 2 session of affiliates with CBS on network sis is preliminary informal meeting of "old mers" called by I. R. (Ike) Lounsberry, WGR ffalo, chairman of network's Affiliates Adsory Board to meet June 30 in New York. ne-man radio board will meet with nineman sponsoring group which petitioned BS for two-day conference to reach amicable derstanding on network-affiliates problem. •T, June 2; story this issue, page 25].

AUL SEGAL, Washington counsel for WSW Pittsburgh, expected this week to take court first appeal of FCC's Sixth Report ing TV freeze. He is to file complaint in S. Court of Appeals, Third Circuit, Philaphia. Reportedly confined to specific situation ther than general principles of Sixth Report, peal will concern FCC refusal to allocate annel 4 to Braddock, Pa. (metropolitan Pittsrgh) because post office is 169.31 miles from nsmitter of WLWC (TV) Columbus, Ohio, rules call for 170-mile minimum separan. Petition to FCC on same point was filed t week by WLOA Braddock (see story, page).

ACTITIONERS and broadcast licensees are ginning to wonder whether FCC lawyers are ng hinder and delay tactics on request for laratory ruling as to whether merging of applicants in same market for limited TV ilities would constitute violation of duopoly ulation. Petition was filed month ago •T, May 5]. It's known there are dozens radio broadcasters awaiting ruling preparay to perfecting TV applications in advance July 1 deadline. Commission word last week: thing in sight.

AST AT contraverted FCC rebroadcast rule uiring stations which deny rebroadcast nts to explain reason to FCC, hat in hand, pected Tuesday at meeting of Committee on

(Continued on page 6)

ABC ASKS SEVERANCE, EARLY MERGER RULING

ABC and United Paramount Theatres late Friday filed long-expected petition with FCC for severance from hearing and early disposition of proposed merger of network and UPT as well as grant of contingent sale of WBKB (TV) Chicago by Paramount's Balaban & Katz to CBS for $6 million. In separate action earlier, Zenith Radio Corp., asked FCC to withhold action on WBKB sale, contending all applicants here should get equal chance to compete for Channel 2 (see story page 59). FCC proposes to switch WBKB from Channel 4 to Channel 2 under terms of Sixth Report lifting TV freeze.

ABC-UPT petition argues for early Commission ruling in order to bring stability to network field. ABC contends 75% of record in general Paramount and ABC-UPT merger hearing pertains to other issues while portion relating to merger has been fully entered (see story page 70). Petition notes hearing may continue indefinitely, thus delay needed action on merger.

Dr. Allen B. DuMont, president of Allen B. DuMont Labs., concluded testimony Thursday. This was last of evidence in hearing relative to proposed merger, ABC-UPT spokesmen observed Friday.

FIGHT COVERAGE HIGHEST

NBC-TV spokesmen Friday claimed network's coverage of Walcott-Charles bout preceding night received highest Trendex rating ever recorded for one-time attraction: 58.6, representing 37 million viewers.

BUSINESS BRIEFLY

PIEL SWITCH ● In surprise move last Friday, Piel Brothers, N. Y. (beer), $1.6 million advertising account, named Young & Rubicam, N. Y., to handle its advertising, effective Sept. 2. Decision impelled Kenyon & Eckhardt executive to note that "during K & E's tenure, Piel's sales have grown faster than any other brewery in the country."

LEVER BUYS SPOT ● Lever Bros., N. Y. (Breeze), renewing campaign in five markets effective June 26 and also adding spot radio drive starting July 10 in 28 markets in Atlanta, Boston, Denver, Houston and New Orleans areas. Agency, BBDO, N. Y.

SEEK AVAILABILITIES ● Kenyon & Eckhardt, N. Y., looking for TV availabilities for probable campaign for Amazo instant dessert.

CRISCO EXPANDS ● Procter & Gamble, Cincinnati (Crisco), through Compton Adv., N. Y., considering radio spot campaign to start July 1 for 52 weeks in few selected markets, in addition to its present schedule.

VITAMINS USE RADIO ● VCA Labs, Newark, N. J., (vitamin products), through Duane Jones Co., N. Y., to enter daytime radio with 52-week sponsorship of Gabriel Heatter on Mutual network (8:55-9 a.m., EDT, Monday through Friday), effective June 30.

AGENCY FOR ZIPPY ● Zippy Labs., Chi-

(Continued on page 94)

Code Board Scans Score of Complaints

SCORE of complaints about TV programming, accumulated in last two months, acted on by NARTB Television Code Review Board, which concluded two-day Washington meeting late Friday. Findings and complaints kept secret, in accordance with terms of code.

Board announced its chairman, John E. Fetzer, president-owner of Fetzer radio and TV stations in Kalamazoo and Grand Rapids, Mich., would appear June 25 before House subcommittee investigating radio and TV programming (see story page 27). Board members met Friday morning with Rep. E. C. Gathings (D-Ark.), who introduced resolution that led to inquiry, and members of subcommittee.

At close of meeting, Mr. Fetzer said board noted with satisfaction progress made by networks and stations in conforming to code but saw need for further improvement. He felt his appearance before House probers would serve to discount fears that self-regulation will not work.

Self-regulation "is more desirable than these repeated investigations and threats of lawmaking," he said, adding that all complaints are being seriously studied.

Complaints reviewed by board dealt mainly with crime and mystery programming, overcommercialization, religious broadcasting and film productions. Parties involved will be notified of decisions reached. Board heard presentation by Dr. Theodore Elsner, president of National Religious Broadcasters Inc., who asked modification of code clause advising against sale of time for religious programs. He termed section unfair and discriminatory. His appeal was taken under advisement.

Board examined several films and scripts involved in specific complaints. Attending two-day meeting were all five members, including Chairman Fetzer; Mrs. Scott Bullitt, KING-TV Seattle; Leonard Reinsch, WSB-TV Atlanta; Walter Damm, WTMJ-TV Milwaukee, and Ewell K. Jett, WMAR-TV Baltimore.

Mr. Fetzer's statement follows:

The Board of Review, meeting only a short time after the Code went into effect, notes with satisfaction the progress that has been made by networks and stations in aligning their operations with the program and commercial recommendations of the Code. At the same time, the Board recognizes the need for further improvement, knowing this to be a continuing problem.

When I appear before the Congressional committee, I believe there will be no difficulty in discounting the fears of some that self-regulation will not work in television programming. It is working right now—and certainly it is more desirable than these repeated investigations and threats of lawmaking.

As a Board, we are listening avidly and considerately to the opinions of the public, who comprise our audience and who, in the final analysis, we must satisfy if we are to stay in business. We take these opinions very seriously indeed—and intend to convey them, when circumstances justify such action, to those of our colleagues who can make proper adjustments in their operations.

for more AT DEADLINE turn page ➧

at deadline

LBS BANKRUPTCY HEARING IS ASKED

HEARING on petition for involuntary bankruptcy action against Liberty Broadcasting Sysem, which suspended service fortnight ago [B•T, May 19], asked by Tennessee & Arkansas Broadcasting Co. in office of D. M. Oldham, Federal bankruptcy referee in Dallas (see McLendon Broadcasting System story page 85).

Schedule filed with referee indicated Liberty had assets of $504,489.35. Liabilities listed at $1,480,000. Major creditors were listed as AT&T, $67,532; Brooklyn Dodgers, $11,800; American Airlines, $2,540, along with unlisted affiliate stations and others. Losses of Liberty owners listed as follows: H. R. Cullen and associates, $600,000; B. R. McLendon, $140,000. Messrs. Cullen and McLendon (father of LBS President Gordon McLendon), were co-chairmen of LBS board.

In Chicago, Thomas C. McConnell, of law firm of McConnell, Lutkin & Van Hook, Liberty attorneys, said taking of depositions in Liberty's suit against group of major league baseball clubs will be started Aug 18, followed by trial probably next spring.

McFARLAND BILL JUNE 12

HOUSE consideration of McFarland Bill revising Communications Act (S 658) was scheduled for June 12 floor action, it was reported Friday. Debate will be limited to usual three hours for routine bills. Amendments may be offered from floor. Among possible amendments that may be offered from floor is one concerning political broadcasts which would be aimed at taking broadcasters off hook of campaign speech libel dangers. Both Reps. Walt Horan (R-Wash.) and Joseph P. O'Hara (R-Minn.) have indicated their interest in that subject.

POLITICAL MEET DENIED

IN QUICK same-day action, FCC Friday denied request of CBS for informal meeting today (Monday) of all networks to clarify Commission policy with respect to political broadcasts—particularly equal time rule—in view of complaints on part of Presidential candidates (see early story page 27). CBS this week is expected to stress fairness of treatment in reply to complaints of candidates Kefauver and Taft. Network is expected to call attention to appearances already set on two of its TV shows for Sen. Taft.

WVVW AMENDS PETITION

WVVW Fairmont, W. Va., filed amended TV application late Friday afternoon, raising requests for television outlets filed last week to 25 (see early story page 60). Fairmont station seeks UHF Channel 35 with radiated power of 17.4 kw, antenna height 237 ft. above average terrain. Cost estimated at $100,580, with first year operating cost $40,000 and revenue $50,000. WVVW president and 96% owner is J. P. Beacom.

MUNTZ NET UP

MUNTZ TV Inc., Chicago set maker, last week reported net income of $898,004 for year ending March 31. This equals 80 cents per share of common stock, compared with 74 cents previous year. President Earl Muntz said sales were $32,923,661.

In this Issue—

Under-the-counter deals may be cutting the ground out from under the radio market, but here's an even worse menace to the stability of both radio and television. In a thoroughly researched special article, BROADCASTING •TELECASTING gives a full report of the "free plug" racket that is delivering millions of dollars worth of advertising to radio and television homes, at no return whatever to networks and stations. *Page 23.*

Professional drys and publicity-conscious Congressmen join up to howl about "immoral" radio and TV programs. One Congressman swears he saw a girl dance the "hootchie-cootchie," and what's worse she ended her performance with a "shimmy." After taking in such testimony for three mornings, the House committee adjourns the hearings to let pulses settle down. *Page 27.*

Spot radio costs the advertiser less today than it did 10 years ago, according to a new study by the National Assn. of Radio and Television Station Representatives. *Page 23.*

First quarter gross billings were $42.6 million for radio networks, $45.7 million for television networks. *Page 25.*

FCC issues proposed changes in its transmitter operator rules. If the new rules were adopted, it would mean cost cutting for many AM and FM stations. *Page 29.*

Rival candidates declare an open season on radio and television networks. Sens. Taft and Kefauver demand time equal to that given Gen. Eisenhower. It's the beginning of what promises to grow into the most painful headache broadcasters have recently suffered. *Page 27.*

A. C. Nielsen and Standard Audit & Measurement Services are in a tiff over whose techniques for measuring station coverage are the better. *Page 26.*

CBS Radio reports time sales, renewals and replacements worth $1.4 million a year gross. Meanwhile, plans proceed for the July 1-2 meeting of CBS Radio affiliates, most of whom plan to attend. *Page 25.*

National Collegiate Athletic Assn. comes up with a new plan for controlled telecasting of football next fall. This plan isn't as restrictive as last year's because no areas will be blacked out, but it still will hamstring football telecasting. *Page 59.*

Westinghouse proposes revision in FCC's procedures to bring TV faster to communities without it or with only one-station service now. *Page 59.*

Upcoming

June 9-10: NARTB TV Board, The Homestead, Hot Springs, Va.

June 12-13: NARTB Radio Board, Washington.

June 13-14: Maryland-D. C. Radio-TV Broadcasters Assn., Hotel Stephen Decatur, Ocean City, Md.

(Other Upcomings page 38)

Closed Circuit

(Continued from page 5)

Radio Broadcasting of Advisory Council Federal Reports. This group functions u U. S. Budget Bureau on clearance of all pa work forms involving governmental agen Meanwhile petitions for reconsideration NARTB and NBC and CBS are being readie

ALTHOUGH IT'S NOT out in open, there disagreement within FCC on new "exam teams" to handle TV hearing load for wh FCC seeks increased appropriations. Pres roster of seven hearing examiners, it's und stood, is opposed to increasing strength 15 or 20 but favor new money to hire a clerks to assist them in expediting work. Th to date hasn't taken action. Senate Interst & Foreign Commerce Committee recommen $800,000 for 20 "examiner teams" and Sena has approved $600,000 for about 15 tea House has yet to act.

TALK OF formation of committee of stat creditors of defunct Liberty Broadcasting Sy tem was heard last week coincident with re ports of bankruptcy proceedings in Dallas an appointment of referee. Erstwhile LBS sta tions reported holding bag for considerab sums.

20TH CENTURY-FOX setting up off Cul City lot TV film production subsidiary. Lo for MGM to do same before year's end. Bo studios doing TV research and planning behi closed doors.

ONE NEW YORK employment firm handlin broadcast personnel, following FCC notic proposing possible relaxation of operator re quirement rules as asked by NARTB (see story page 29), notes four factors for radio eng neer bottleneck: Engineers educated in a TV city go to over-paid set servicing field to ge $1.80 an hour instead of broadcast $1.10; col lege level engineers are going into manufac ing (same for many technical school gradu ates); TV, needing 27 engineers to radio's one is taking big share; those left try radio, fin pay low and home-town opportunities limited so they switch to other lines.

RESIGNATION of Sir William Haley as di rector general of British Broadcasting Corp to become editor of *London Times* may expedit move toward commercializing of British radi and TV. Sir William, an implacable oppone of commercialization, has headed BBC sin 1944. Question whether BBC shall continu as non-commercial monopoly comes befo House of Commons this week with decisio prior to expiration of present BBC charte June 30.

FILTERING back to U. S. is report on wha makes BBC wild. Industrial film showin how toothpowder is made, purely sustaining wound up with close-up of container whic brought trade name into focus. Result: Ru on that product at British apothecaries. There ensued terse order from BBC to avoid all trad package shots.

TV 'DISCOUNT' UP

LETTERS sent out by Fred M. Thrower, vic president in charge of CBS TV Network sales to advertisers and agencies announced: "Ef fective June 1, the new rate structure pro vides a maximum weekly discount of 15% compared to the former 10% maximum."

for more AT DEADLINE see page 94

Now, for the first time in Southern California, you can—

MAKE THE WHOLE SALE AT A WHOLESALE RATE!

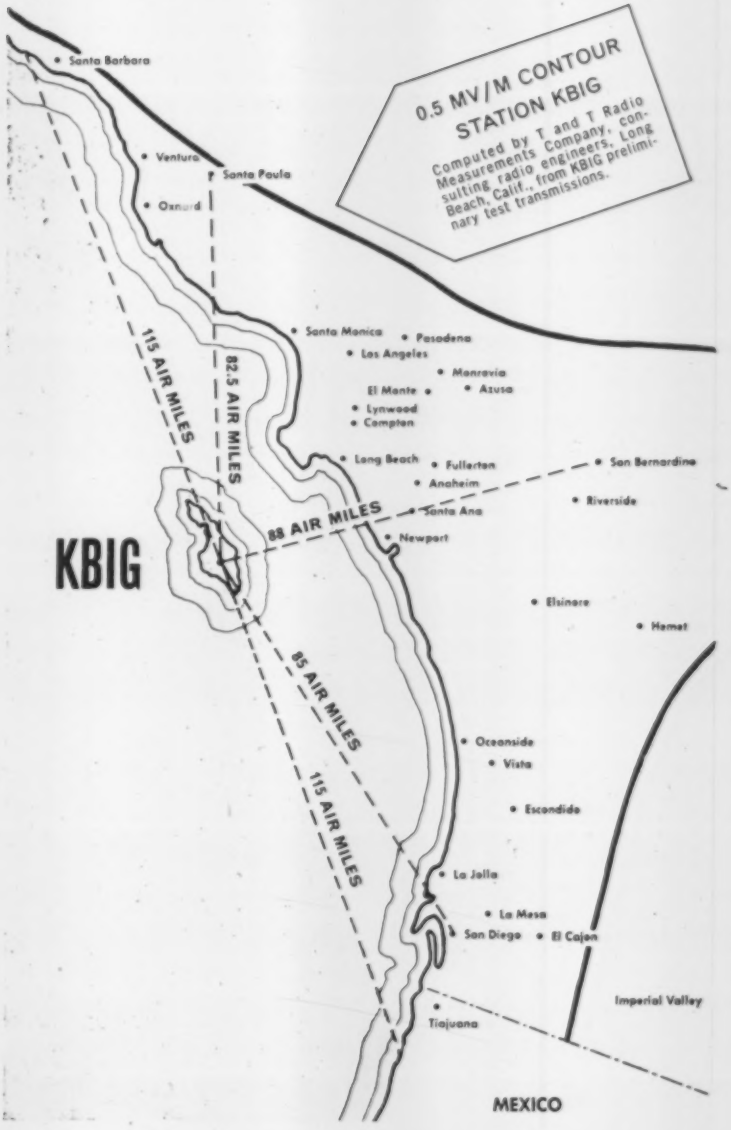
Do it with KBIG, now on the air reaching *all* of Southern California direct from Catalina!

KBIG is the convenient, efficient way to reach the *whole Southland* — one medium, one set of copy, one bill. Not just America's Third Market (Los Angeles), or America's 31st Market (San Diego), or America's 67th Market (San Bernardino-Riverside) — but *all* of them PLUS lots more in between. A total of nearly six million people, at a base hour KBIG rate of only $118.

KBIG Does It Alone? Yes. KBIG's 10,000-watt signal focuses all its strength on its market and wastes none out to sea. Booming across salt water (finest known conductor of radio waves), KBIG covers Southern California's mainland from Santa Barbara to Mexico. KBIG helps you to make the Whole Sale, to *all* the Southland, at Wholesale Prices — as little as $9 a spot!

Prove It To Yourself! Compare KBIG's base hour rate ($118) or base minute rate ($18) with any combination of newspapers, outdoor, television or radio you need to get this same coverage. You'll see why KBIG is the BIG Buy, the way to make the Whole Sale at the Wholesale Price.

Availabilities Will Never Be As Good As Now! Call Meeker or us — get the whole KBIG story — and place your schedule on



KBIG

10,000 WATTS
740 KILOCYCLES

STUDIOS IN AVALON AND HOLLYWOOD

GIANT ECONOMY PACKAGE OF SOUTHERN CALIFORNIA RADIO

John Poole Broadcasting Company

BUSINESS OFFICE: 6540 SUNSET BLVD., HOLLYWOOD 28, CALIF.

REPRESENTED BY ROBERT MEEKER ASSOCIATES, INC.

one low rate "corners" this

great West Virginia Market

Here's the lush potential in "Personality's" half-millivolt area alone!

TOTAL POPULATION	992,994
TOTAL FAMILIES	250,337
RETAIL SALES	$543,571,000
FOOD SALES	$111,735,000
GENERAL MERCHANDISE SALES	$80,496,000
FURNITURE AND HOUSEHOLD GOODS SALES	$29,969,000
EFFECTIVE BUYING INCOME	$965,894,000

Source — U.S. Census and BMB Survey, 1950

POWER Two power-packed stations to provide a double "knockout" punch . . with FM for good measure.

PROGRAMMING The best in ABC and CBS network radio, plus a local flavoring of programming and news.

PROMOTION Publishing monthly audience-building consumer magazines to help promote your program and product.

EXPERIENCE Operated jointly and staffed by competent, capable personnel who live . . and love . . radio.

it costs less when you use "Personality"

BECKLEY—560 KC
CBS Radio Network Affiliate
1000 W DAY • 500 W NIGHT

WKNA
WKNA-FM

CHARLESTON—950 KC
ABC Radio Network Affiliate
5000 W DAY • 1000 W NIGHT

the personality stations

Joe L. Smith, Jr., Incorporated • Represented nationally by **WEED & CO.**

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Add $1.00 per year for Canadian and foreign postage. Regular issue 35¢ per copy; 53rd and 54th issues $5.00 per copy.

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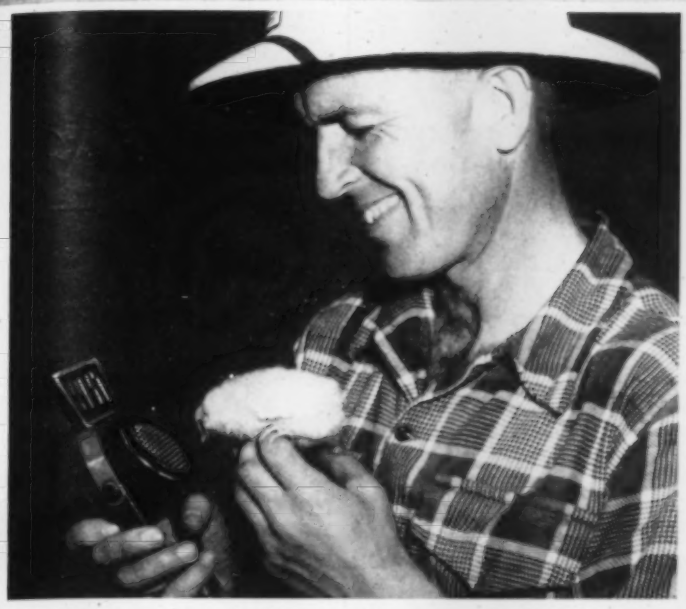

THE ONE ON THE RIGHT is Chuck Worcester, WMT's Farm Service Director. The young corn-burner performing before the mike is one of a brood of cheep artists who crow over Chucks good husbandry. Chuck owns and operates a farm as a WMT service project. It's the point of origin for many informative WMT broadcasts about conservation and crop production. Chicks and Iowa farmers like corn—the 1951 crop was worth $778,437,000.

ALL EQUIPMENT USED ON CHUCK'S FARM—supplies, fertilizers, gasoline, oil, etc.—is made or distributed by WMT advertisers. Farm broadcast time represents over 9% of WMT's total weekly program schedule—3½ hours of farm information, 1½ hours of weather and market data, 8 hours of music and features.

YOU ALMOST HEAR THINGS GROW in Iowa. Of all the Grade A land in the U.S., 25% is in Iowa. One of Chuck's projects is a test of 12 different fertilizer applications to check production.

CEDAR RAPIDS is our home address—worth remembering when you want to reach 338,480 families who listen each week to WMT's farm (and CBS) programming. Or see our reps, The Katz Agency.

Announcing

THE REBIRTH OF A MAJOR MAS
TRANSIT RADIO . . . SOON TO TAK
THE NATION'S LEADING ADVERTISING

■ **THE UNITED STATES SUPREME COURT upheld the constitutionality of Transit Radio in a seven-to-one decision May 26, 1952, and in true American process granted new life to a powerful mass medium of information, entertainment and advertising.**

■ Transit Radio is *not* new. It has been operating in Cincinnati, Ohio; St. Louis, Missouri; Washington, D. C.; Bradbury Heights, Maryland; Covington, Kentucky; Worcester, Massachusetts; Kansas City, Missouri; Tacoma, Washington; Des Moines, Iowa; Trenton, New Jersey; and Suburban Pittsburgh, Pennsylvania. In each of these markets transit riders' opinion of Transit Radio was exhaustively researched and found overwhelmingly favorable. Transit Radio has been tried and proved by advertisers in every acceptable consumer classification. It is now reborn by decision of the Supreme Court of the United States. It is destined to advertising greatness.

TRANSIT

UNION TRUST BUILDING

. . .

DVERTISING MEDIUM . . . .
S RIGHTFUL POSITION AMONG
EDIA.

RANSIT RADIO ALONE OFFERS THESE SALES ADVANTAGES:

A SELECTED AUDIENCE People lead well regulated lives. Their riding habits are orderly, also. It is possible to select the factory worker, office worker, professional people, the entertainment bound, simply by scheduling your message at the proper time to reach the type of audience you want. A few announcements a day can saturate the market in a short time.

A COUNTED AUDIENCE Transit companies schedule vehicles to efficiently carry maximum loads at the shortest time intervals. An actual count of the number of riders on vehicles is reported by half-hour periods by the transit companies.

A LOW COST AUDIENCE With precise information on the number of riders you can reach, a selective audience with little waste coverage, Transit Radio's low rates mean low cost-per-thousand.

AN AUDIENCE IN TRANSIT On the way to earn . . . on the way to spend. Transit Radio is virtually a point-of-purchase advertising medium especially valuable to the retailer.

A FLEXIBLE AUDIENCE Alert to timely messages and in a position to respond almost immediately to sales messages.

AN AUDIENCE FOR SERVICE Transit audiences think of announcements as a service. Just as riders like to know the correct time, temperature, news and enjoy the pleasant programming, they, too, want to know what is for-sale? where? and how much?

A PLUS HOME AUDIENCE Transit Radio programming is good listening enjoyed by the great and growing FM audience in homes. There is good evidence of a huge FM home audience in Transit Radio markets . . . a PLUS for Transit Radio advertisers.

TRANSIT RADIO
now available in these markets
(and coming soon in many others)

Bradbury Heights, Md. WBUZ
(and suburbs of Washington, D. C.)
Cincinnati, Ohio WCTS
(and Covington, Ky.)
Des Moines, Ia. KCBC-FM
Kansas City, Mo. KCMO-FM
Pittsburgh, Pa. WKJF
St. Louis, Mo. KXOK-FM
Tacoma, Wash. KTNT
Trenton, N. J. WTOA
Washington, D. C. WWDC-FM
Worcester, Mass. WGTR-FM

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